

MC

August, 1957
the Manufacturing Confectioner



The story behind

Whitman's first popular priced line

VANIPROX



Vaniprox is the exclusive D&O Vanilla Oil, extracted from high grade Mexican or Bourbon beans, in a refined cane sugar base. Containing all the natural, oil-soluble flavor principles present in Vanilla, including color, fixed oils, resins, and aromatics, Vaniprox is a crystalline, non-hydroscopic Vanilla sugar with a delicious, full-bodied aroma . . . and will not cake or lump! When used in part with Vanilla Extracts, Vaniprox tends to accentuate and "fix" the true Vanilla characteristic in the finished product. The chart below outlines briefly some of its major uses. Trial quantities will be sent upon request . . . also the VANIPROX BROCHURE.

PRODUCT TO BE FLAVORED	unit Batch of Product	OUNCES (AVOIRDUPOIS) OF VANIPROX SUGGESTED PER UNIT BATCH					
		Pure Bourbon Extra "A" (1 Fold)	Pure Mexican Extra "A" (1 Fold)	Pure Bourbon #29 (3 Fold)	Pure Mexican #29 (3 Fold)	Pure Bourbon #9 (8 Fold)	Pure Mexican #9 (8 Fold)
Chocolate Coatings	100 lbs.	-	-	4½ - 6	4½ - 6	1½ - 2 See*	1½ - 2 See*
Cocoa	100 lbs.	7 - 9	7 - 9	2 - 3	2 - 3	¾ - 1	¾ - 1
Ice Cream	100 lbs. Mix	8 - 12	8 - 12	3 - 4	3 - 4	1 - 1½	1 - 1½
Ice Cream Powder (4 oz. = 1 pt.)	100 lbs.	-	-	-	-	4 - 6	4 - 6
Chocolate Syrup	10 gals.	7 - 9	7 - 9	2 - 3	2 - 3	¾ - 1	¾ - 1
Cream Centers Caramels	100 lbs.	4 - 6	4 - 6	1½ - 2	1½ - 2	½ - ¾	½ - ¾
Pudding Powder	100 lbs.	-	-	6 - 8	6 - 8	2 - 3	2 - 3
Baked Goods	100 lbs.	6 - 9	6 - 9	2 - 3	2 - 3	¾ - 1¼	¾ - 1¼
Whipping Cream	100 lbs.	2 - 4	2 - 4	¾ - 1½	¾ - 1½	¼ - ½	¼ - ½
Oil Icings	100 lbs.	4 - 8	4 - 8	1½ - 3	1½ - 3	½ - 1	½ - 1

* It is suggested that one pound of #9 be mixed with 2 pounds of sugar, bitter chocolate, or cocoa butter, and this paste added to the coating on a basis of 4½ to 6 oz. to 100 pounds just prior to completion of grinding of chocolate mass.

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Pure
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(Fold)

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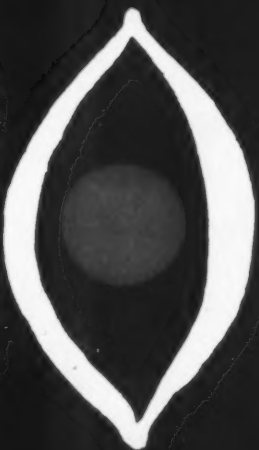
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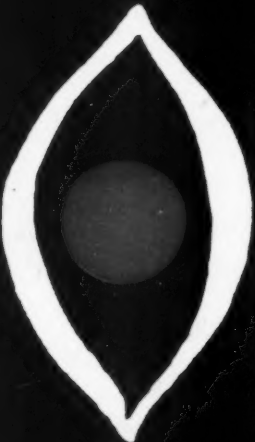
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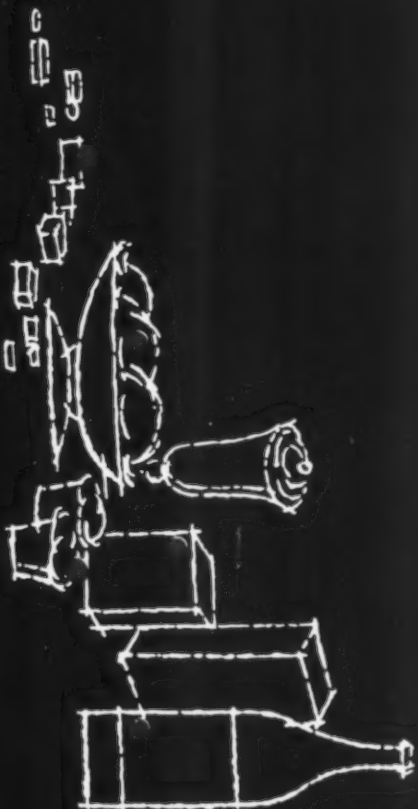
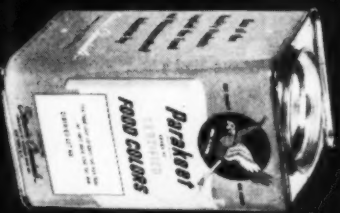
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M candy business

Refined Syrups and Sugars has introduced a new product, "Comogenized" Flo-Sweet, a mixed syrup of 80% sugar and 20% corn syrup on a solids basis. This yields a 70 Brix syrup. It is available through Refined's regular distribution system in the New York Metropolitan area. The quoted price is \$9.00, the pro-rated cost of the two ingredients without any processing charges.

Schutter Candy Company has introduced a new line of chocolate covered nuts and candies for the supermarket trade. The centers are almonds, cashews, Spanish peanuts, brazils, hazelnuts, pecans, nougat and caramel. They are packaged in 10 ounce Dixie cups with a clear plastic lid.

William E. Hunter is the new director of purchases for Curtiss Candy Company, under John Otto, vice president of manufacturing. William F. Olson, formerly vice president of purchasing, is no longer with the firm.

Chester J. Kwiecinski has been elected vice president in charge of production for Ambrosia Chocolate Company. He has been with the firm for 27 years. Ambrosia has announced a long range expansion program, of which the first step was the purchase of an adjoining building of 29,000 square feet. Future plans include erection of storage silos for beans and the addition of a floor to the present four story section of the plant.

R. S. Patience, formerly vice president in charge of sales of Kelling Nut Co. has resigned to enter the home building field. A successor has not been named.

Corey Candy Company, wholesaler of Beckley, West Virginia, has begun construction of a \$50,000 building to replace their present quarters, in use for 30 years.



John A. Bruens, retiring president of the National Candy Salesmen's Association, and John A. Morrow, the new president. John J. Gallagher, of the Central Pennsylvania Candy Salesmen's Club, and new vice president of the NCSA. Mark Heidelberger, president of the Heidelberger Confectionery Co., addressing the NCSA convention in Buffalo.



Above; Morty Singer, Tony Villano and Joe Fritz at the opening of the National Candy Wholesalers Exhibition. Carl Mullen, Claude D. Helms, Major Bush and Bill Powell. Below; H. W. Loock, Sr., and Harvey Thiele, NCWA directors. I. Saffer of Newark and P. W. Hall of W. F. Schrafft. Irving Golub and Stanley Oshan showing off the ten pound six foot Christmas stocking of Milko's.



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Candymakers tell us that almost any combination of almonds with chocolate or caramel produces a superb candy, and these Toffee Squares are no exception. Cut them small for boxes, or offer the long bar at candy counters. The almonds are Blue Diamond whole-and-broken. Economical to use. Write for current prices and free formula book.

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Here's Your Formula

8 lbs. corn syrup
10 lbs. sweetened cond. whole milk
4 lbs. invert sugar
2 lbs. dairy butter
10 lbs. granulated sugar
2 lbs. coconut oil (86-96° M. P.)
6 lbs. whole-and-broken almonds,
natural or roasted
1/2 lb. salt
vanilla flavor

Place fats, corn syrup, invert sugar, and condensed milk into a kettle, mix well, apply heat until fats melt. Add granulated sugar (no water), stir and cook to a medium firm ball.

Remove from heat, add salt, almonds and vanilla flavor, mix well, then spread on cool, oiled slab. Level to a thickness of approximately 1/2 in. Just before the batch becomes firm, cut it into bars approximately 1 1/2 in. wide x 3 in. long. Wrap in waxed paper or cellophane.

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the Manufacturing Confectioner

with International Confectioner

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August 1957

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Edited and Published in Chicago

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The roadside candy shop

Originating in New England, and finding its finest expression there, the roadside candy shop is a remarkable development in candy retailing. 43

Vapor pressure study of hard candy

The original research report describes why some of the reported results in vapor pressures in hard candy were contradicting, and explains the mechanism involved. William Duck and Robert P. Cross 19

The story of the Philadelphia Store Assortment

Whitman introduced a new line of candy, The Philadelphia Store Assortments, last fall, and for the first time was in the market of nationally distributing a popular priced line of assorted chocolates. Stanley E. Allured 23

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COVER: Whitman's now has, for the first time, a nationally distributed line of popular priced assorted chocolates. The reason for the move into this field, and how it was done, is told in a story beginning on page 23.

Founder—Earl R. Allured
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for August 1957 — 9

CONFECTIONERY ANALYSIS and COMPOSITION

By

Stroud Jordan, M.S., Ph.D.

and

Katheryn E. Langwill, M.S., Ph.D.

This volume, first published in 1946, is still the only published reference work on the subject of confectionery analysis. The pioneering work done by Dr. Jordan remains the standard in the field, making a second printing of his book necessary. This printing is in all respects identical to the first printing.

In assembling this volume reference is made to applicable methods. Where satisfactory methods of analysis are of general knowledge they are incorporated by reference. All specially developed methods and procedures are incorporated in detail.

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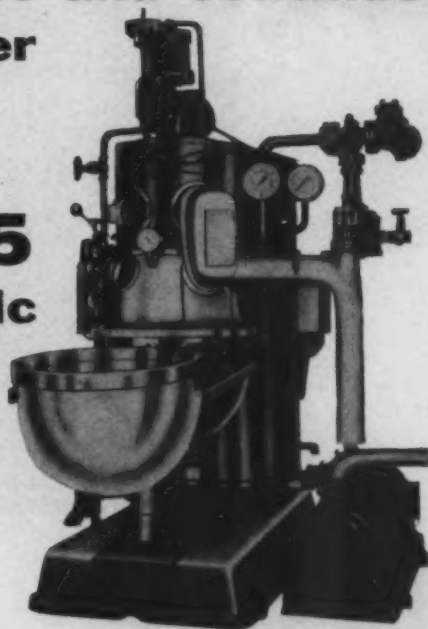
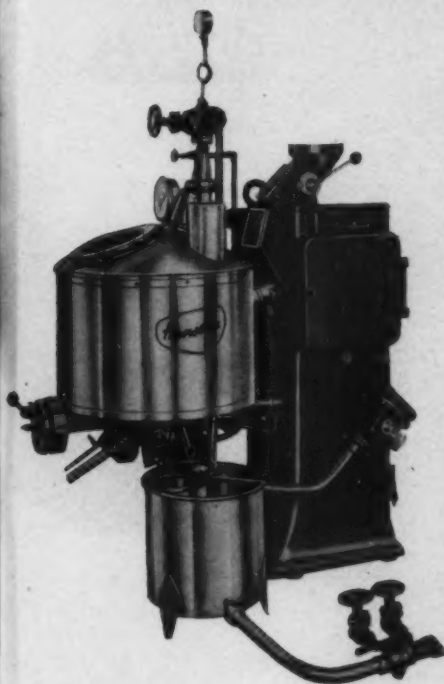
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the 145

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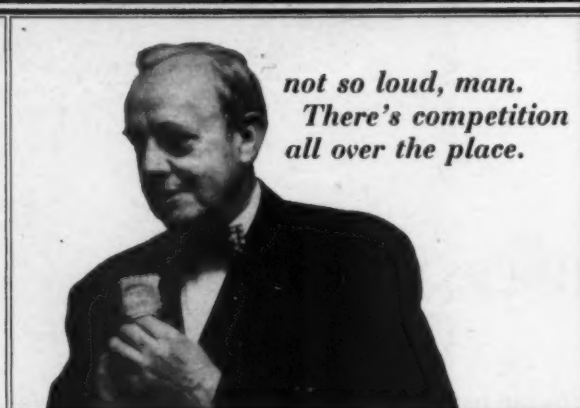
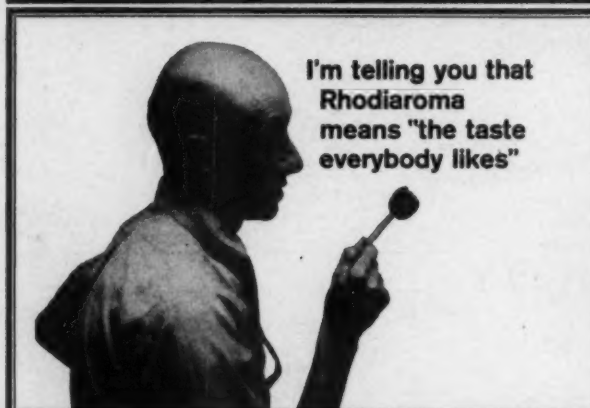
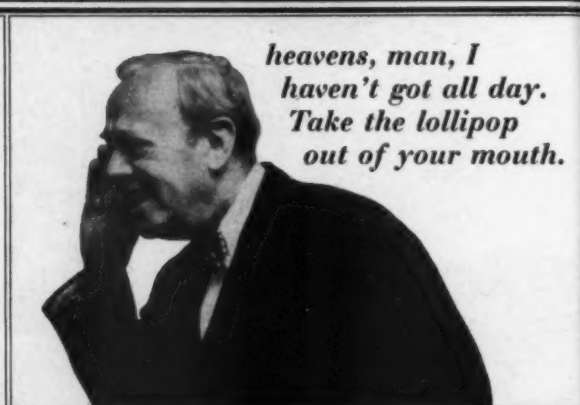
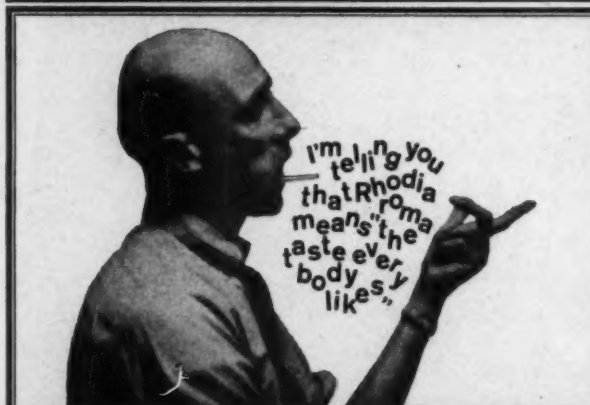
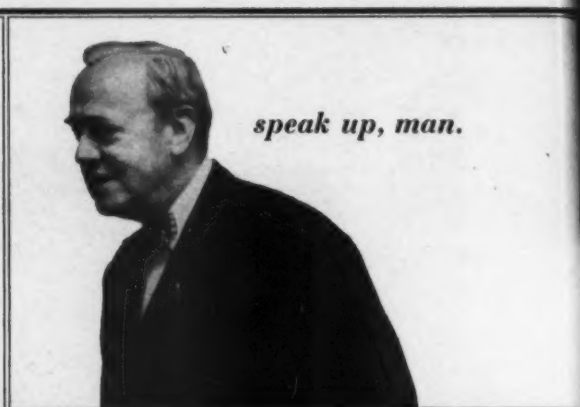
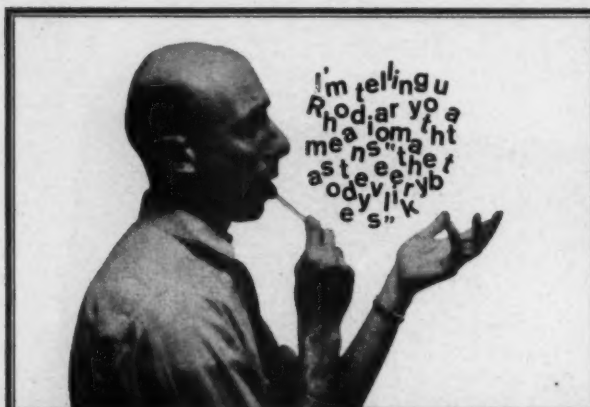
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Residue on Ignition	Max. 0.02%
Iron (Fe)	Max. 0.0003%
pH	6.0-7.5
Specific Gravity (at 25°/25°)	1.285-1.305
Chloride (Cl)	Max. 0.0050%
Sulfate (SO_4)	Max. 0.010%
Arsenic (As)	Max. 0.000075%
Heavy Metals (as Pb)	Max. 0.0010%
Nickel	Max. 0.0005%

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Vapor pressure study of hard candy

by WILLIAM DUCK and ROBERT P. CROSS
Franklin & Marshall College

HARD candy, produced by boiling solutions of various sugar mixtures to a very low moisture content and cooling, belongs to that class of materials known as glasses. This type of material is also known as a super cooled liquid or an amorphous solid in contrast to a crystalline material.

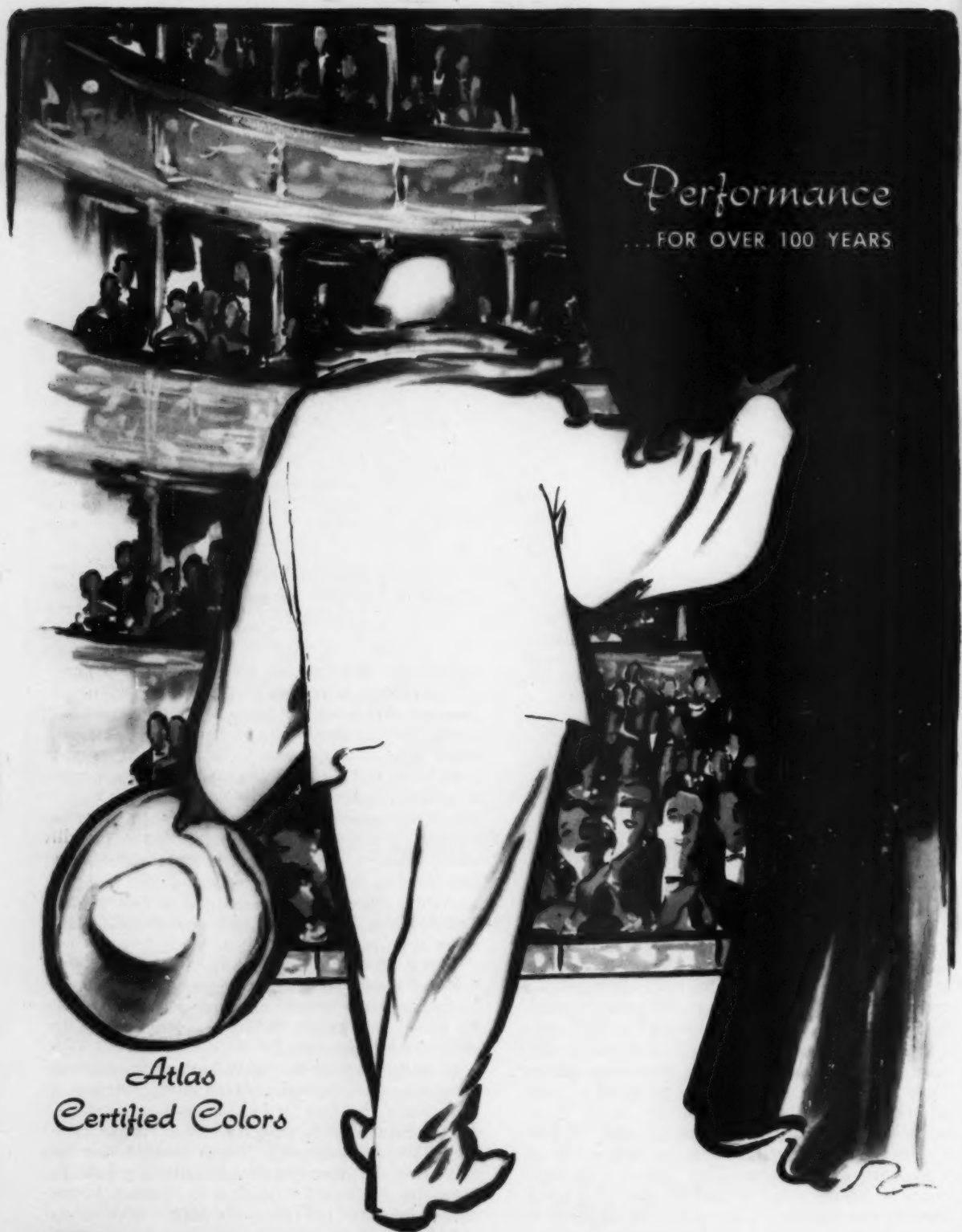
Hard candy when exposed to moisture will change in two ways; it will become sticky and later the sugar will crystallize, or grain so that the transparent glass becomes dull and opaque.

Heiss and Schachinger (4) exposed hard candies to various relative humidities and measured the moisture lost or gained. They showed that hard candy gained a maximum amount of water at 35-40 relative humidity with mixtures of sucrose and corn syrup solids. However, the point at which this maximum occurred was lowered to 23% relative humidity with hard candy containing 17% invert sugar solids. At relative humidities above these values crystallization took place at a rapid rate and moisture was lost from the candy. These workers also measured the force necessary to pull a rubber stopper from samples of hard candy as a measure of stickiness. They found with hard candy of 100 parts sucrose and 90 parts corn syrup no stickiness resulting when candy was exposed to less than 35% relative humidity, increasing stickiness with increasing relative humidity above 35% and increased stickiness with increased sucrose or invert sugar solids.

Makower and Dye (6) worked with a powder produced from spray-dried sucrose solutions. This powder was shown by X-ray analysis to be non-crystalline and thus was in effect nearly pure sucrose glass or hard candy. These workers placed samples of this material in air-free chambers held to various constant humidities by sulfuric acid solutions. The samples were weighed periodically to measure moisture gain. They found that this material reached a constant weight at each relative humidity up to a limiting value of 28% relative humidity. Above 28% the samples at first gained and then lost moisture rapidly, due to crystallization and evaporation.

Grover (3) placed hard candy in a closed chamber and measured the vapor pressure developed by the sample by means of a dew point apparatus. He found hard candy showed a relative humidity of 28-30% by this method.

In each case with the above method the relative humidities were determined only at room temperature. Using the gain or loss of moisture at fixed, relative humidity atmospheres also alters the sample in the determination. It was thought that by measuring the vapor pressure directly in a suitable apparatus it would be possible to obtain a better understanding of the relative humidity relationship of hard candy by determining the vapor pressure over a range of temperatures. It would also be possible to correlate boiling points and moisture content with the vapor pressure of hard candy.



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Experiment Procedure

Samples of hard candy of 2.6-4.7% moisture were produced by boiling a mixture of 60 parts sucrose with 40 parts of corn syrup and 40 parts of water until the boiling temperature indicated the desired concentration had been reached. This thick syrup was allowed to harden in a thin sheet. The still warm sheet was broken up and transferred to a stoppered, thick glass bottle. By shaking the bottle the cooled hard candy was ground to a fine powder which was stored in the same stoppered bottle. The moisture of this finely ground sample was determined by the Karl Fisher titration method. Lower moisture samples were produced by pouring the thick syrup at 2.6% moisture into a metal chamber which was then evacuated. The thick syrup boiled again under the reduced pressure due to the heat content of the syrup. When boiling ceased the resulting material was cooled and treated as the previous samples. Samples above 4.7% moisture did not become hard.

The vapor pressure was determined in a piece of apparatus, FIG. I, formed from 5 mm. diameter soft glass tubing into a double U. Approximately one gram of the finely ground sample of hard candy was placed in one U and clean mercury into the other narrower U thus forming a manometer. The two open ends of the apparatus were connected through rubber tubing to a vacuum pump capable of producing pressures of less than .001 mm of mercury. The side of the apparatus containing the sample was immersed in an acetone, dry ice bath to prevent moisture loss while evacuating and after a few seconds the vacuum pump was started. When the pressure had been reduced to approximately 0.01 mm the glass tubing just back from the open ends was heated with a sharp air-gas flame and sealed off. A piece of graph paper ruled in millimeters was glued to the manometer tube and the whole assembly and a thermometer were placed in a thermostated cabinet with a glass front. Thus the absolute pressure due to the water vapor from the hard candy could be read on the manometer at any temperature chosen. It was found that reproducible results could be obtained after the assembly had been first heated to 50° C (122° F).

Determinations were also made using the same apparatus except that a small drop of distilled water was placed in the open end of the manometer on the opposite side of the mercury from the sample. This was frozen by holding a piece of dry ice to the tube next to the drop. The apparatus was then evacuated and sealed as before. The reading of the manometer in this case is the difference between the vapor pressure of water and the vapor pressure of the sample.

Results

The results plotted by the method given by Othmer (9) where the vapor pressure of the solution, vertical scale, at each temperature is plotted against the vapor pressure of water, horizontal scale, at the same temperature. The graph paper

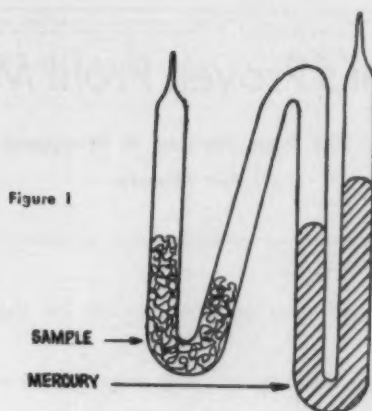


Figure I

has logarithm scales both vertically and horizontally. By this method ideal solutions were shown by Othmer to give straight lines parallel to the line plotted for water. The vapor pressure of water divided by the vapor pressure of the solution from such a plot is the equilibrium relative humidity of the solution and for ideal solutions is constant at all temperatures as Grover pointed out for sugar solutions.

The vapor pressure of 2.6-4.7% hard candy produced straight lines at higher temperatures which when extended to 760 mm solution vapor pressure intercepted the water vapor pressures with temperature equivalents to the boiling point values previously found by the authors (2) of this paper. When the temperature of the sample in the apparatus was lowered the vapor pressure reached a transition point at which there was a sharp deviation from the previous straight line. At temperatures below this transition point, with apparatus showing absolute vapor pressure the vapor pressure of hard candy is higher than if the previous straight line were extended. The relative humidity is thus higher with this apparatus at lower temperatures. FIG. II.

When the apparatus measuring the vapor pressure difference between water and hard candy was used and the vapor pressure values of hard candy calculated, it was found that values lower than the extended straight line were obtained. The vapor pressure difference found between the absolute reading apparatus and the straight line extended from above the transition point was exactly the same as the difference between this line and the reading of the differential apparatus at each temperature below the transition point.

The difference between the results of these two pieces of apparatus shows a hysteresis relationship in the vapor pressure of hard candy. With the first the pressure of the mercury column on the vapor over the sample is continuously positive and tends continuously to force moisture into the sample. On the other hand, as the apparatus with the drop of water cools there is a tendency to draw water from the hard candy sample because the vapor pressure of the water is changing faster than that of the sample so that the volume over

Latini's Proven Profit Maker

**225 Pops Formed & Wrapped
Per Minute**

Low labor cost pop operation—one operator does work of 4 people.

The wrapped pops go right through for cooling, then packing.

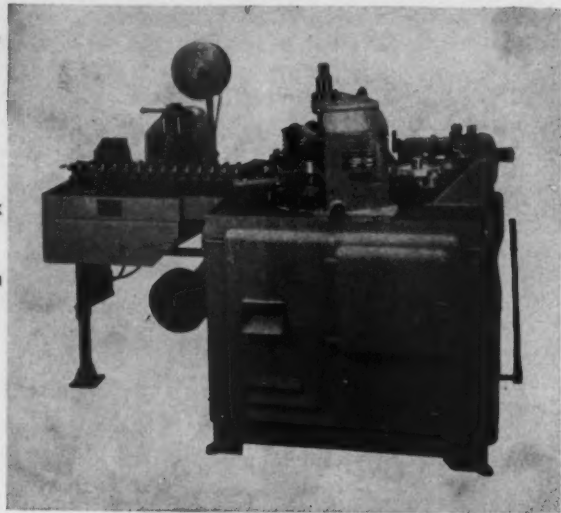
There is no handling, chipping, breaking, etc.—

Die pop is free of fins—eliminating scrap.

Positive stick insertion—all straight and true.

Weight of pop is variable without change of dies.

Sandwich wrap saves up to 50% of other type wraps.

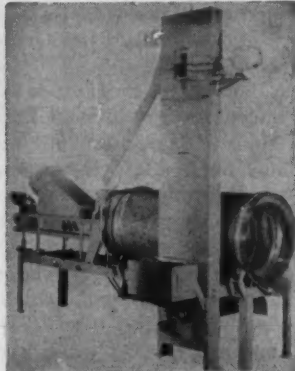


**LATINI DIE POP MACHINE
WITH CONTINUOUS WRAPPING ATTACHMENT**



**Hohberger
Continuous Hard
Candy Cutter**

Waffles, pillows, chips, or straws. Up to 150 feet per minute. Perfect sealing on filled pieces.



The Latini Sander

Guaranteed to properly sand the full output of a mogull Enlarged steaming chamber. Non-corrosive metals wherever steam and sugar meet.



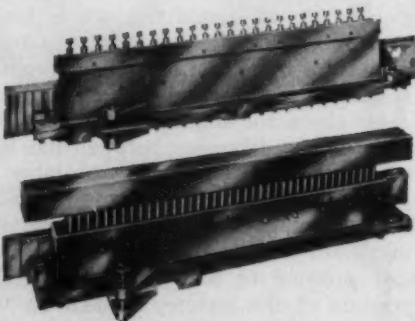
Berks Mixer

The Berks mixer incorporates color and flavor and kneads the candy the same as by hand. No discoloration. Over 50 users with from one to fifteen units—over 160 in operation.



**Hohberger
Cream Machine**

Up to 2,000 pounds per hour. Straight sugar or with any amount of corn syrup.



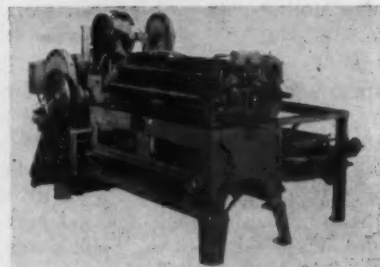
Mill River Pump Bars

Faster, better, and more accurate due to precision workmanship. Water-sealed—Sanitary—No Grooves—No Washers. Available in all sizes.

Single, double, triple and quadruple row for all depositors. Also available—Special Chocolate Pump Bars—Sanitary Stainless Steel Hoppers.

SPECIAL NOTICE

**All Makes of
Late Type Pump Bars
Rebuilt**



**Hohberger Continuous
Ball Machine**

Up to 1,200 lbs. per hour. Forms filled or plain balls, unusual shapes and sunbeam starlights.

John Sheffman, Inc. 152 WEST 42nd STREET NEW YORK 36, N. Y.

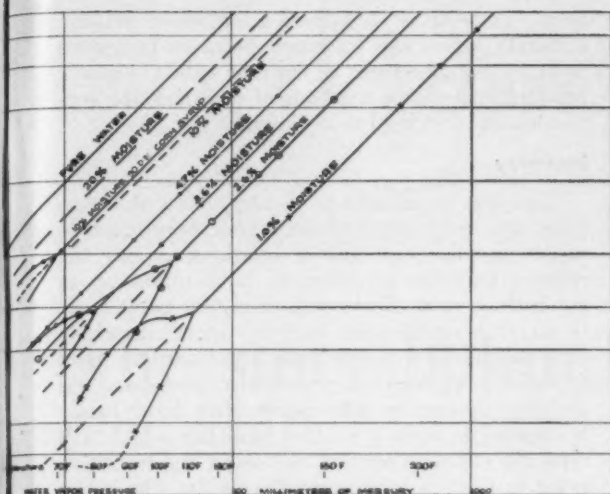


Figure 11

the sample is increasing as the apparatus is cooling. Thus at room temperature hard candy shows a higher relative humidity when gaining moisture and a lower relative humidity when losing. These two relative humidities are higher and lower, respectively than the equilibrium relative humidity found above the transition point.

One percent moisture hard candy has an equilibrium relative humidity above 45° C (113° F) of 8.3% which was found to be constant up to and relative humidity measured was 11.0% when gaining moisture and 5.0% when losing moisture. A similar relationship was shown with samples of higher moisture up to 4.7% moisture with the exception that the transition point was found at lower temperatures with increasing moistures until the 4.7% moisture candy sample showed no transition point above 16 C (60.8° F).

Since an extension of the straight line plots of 2.6-4.7% moisture samples FIG. III crossed the 760 mm solution vapor pressure line at the boiling point temperatures previously found, the 1.0% moisture vapor pressure line was extended to this pressure to find the boiling point of a 99.0% sugar solution. This was found to be 190° C (374° F). It would be impossible to obtain this value by directly boiling a syrup of this low moisture because the sugar would break down at this temperature. A low, 30 dextrose equivalent corn syrup was cooked until the moisture was 10% by the Karl Fisher method, and the resulting mass was cooled. The cooled product was a hard candy like material which was broken up into a fine powder as before. It was found that this finely ground material was not sticky below 20° C (68° F) as shown by the fact it remained free-flowing in a stoppered bottle. When held at temperatures above 27° C (80° F) the finely ground sample was then sticky and caked into one solid piece. It was found that larger pieces of this sample when exposed to relative humidities up to 50% at 20° C (68° F) were not sticky by the rubber stopper test of Heiss and Schachinger. The samples

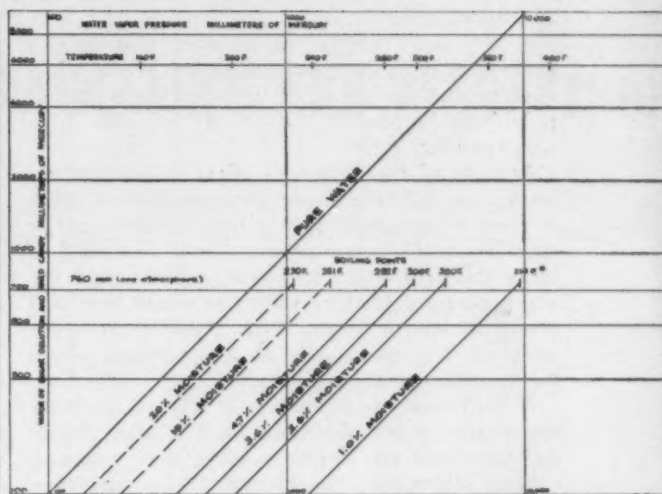


Figure III

could be exposed to relative humidities up to 65% for short periods before becoming sticky.

The vapor pressure of this sample was determined with the results plotted in FIG. II. The same sort of plot is produced as before except that the transition point is found at a much higher relative humidity than with regular hard candy. The transition point is at 20° C (68° F) and 53% relative humidity for this sample. This confirms the work of Illes and Lindemann (5) showing the resistance of hard candy made with corn syrup with low percent dextrose and high dextrine to moisture absorption. Hard candy was produced by forming a jacket of this boiled down 30 D.E. corn syrup over a hot, plastic, 60-40, sucrose corn syrup batch. This was formed into a long half-inch diameter rope and cut while yet soft into half-inch pieces. The jacket remained as a complete but very thin coating over the whole piece. These samples could be exposed to relative humidities of 65% at room temperature for long periods with no stickiness or graining developing.

Discussion

It appears from the above that the vapor pressure hysteresis is a characteristic of hard candy. The vapor pressure hysteresis effect can be explained by the "apparent second order transition" which has been discussed by Alfrey (1) and Mark and Tobolsky (7). It has been found that when specific heat, coefficient of expansion, viscosity, and modulus of elasticity of glasses are measured over a range of temperature there is an abrupt change in value for each of these at a temperature which is known as the transition point of the glass. The explanation given for the transition point is that when an amorphous material is cooled to the transition point the molecules or segments of molecules can no longer diffuse through the mass as they did at high temperatures. Zachariasen (10) showed that the molecules of a glass are held rigidly bound to each other with the same forces found in a crystal but the molecules are in a

disordered state.

Nelson and Newton (8) showed that glasses made from dextrose showed transition points when specific heat was measured and that the transition point was lowered 8° C (14° F) for each 1.0% water present.

Because of the hysteresis effect of hard candy no true equilibrium vapor pressure relation exists at room temperature. Instead two values must be considered, the vapor pressure limit necessary to cause the hard candy to absorb moisture and the vapor pressure limit necessary to cause the hard candy to lose moisture. True equilibrium vapor pressures are found only at temperatures above the transition point temperature.

If hard candy is exposed to a relative humidity above the upper absorbing limit it will absorb moisture until the surface reaches some moisture content higher than the interior. At the same time the transition point of the surface is lowered. When the relative humidity reaches a value high enough to increase the moisture and lower the transition point temperature of the surface to the temperature of the candy, the surface then changes from a glass to a liquid. The liquid molecules are then free to move and adhere to whatever they touch or orient to form crystals and grain. This mechanism is essentially the same as given by Heiss and Schachinger with the exception that the apparent viscosity can now be shown to change abruptly due to the lowering of the transition point temperature. As with Grover and Heiss and Schachinger this work indicates that the upper limit of relative humidity for hard candy is about 30%. This is the relative humidity of the 4.7% moisture sample which showed no transition point down to 16° C (61° F). This transition point will be lowered with increased sucrose and invert sugar and raised with increased dextrines from corn syrup. That hard candy can be handled at all at 45% relative humidity, frequently given at as working limit, is probably due to the fact that the viscous, sticky film increases thickness very slowly at this humidity. However, there is danger that hard candy exposed to 45% relative humidity and sealed in an air tight container will eventually grain completely since the sugar molecules are free to move at the surface and form crystals. As these crystals grow they in effect release moisture to lower the transition point of more of the glass until finally all the sugars are crystallized.

If this candy were vacuum packed and if the surface film were not too thick, moisture would be drawn from the surface so that the transition point would be raised again. The same effect can be gained by packing hard candy hot and sealing the container. The relative humidity in the package must be below 30% to assure a high transition point and thus no graining or sticking.

The sample of the low D.E. corn syrup shows that a more moisture resistant, hard candy might be produced using high molecular weight dextrines in hard candy. This material in the glassy state has the advantage of having a high transition

point, as well as a higher equilibrium relative humidity above the transition point as compared with an equal weight of sucrose solids. From a practical standpoint solutions of dextrines are very viscous and thus hard to work with.

Summary

The vapor pressure of hard candy has a transition point at a temperature above which there is a true vapor pressure equilibrium relationship and the relative humidity is shown to be constant up to the boiling point. Below this transition point there is no true equilibrium but an upper absorbing limit and a lower drying limit. The transition point is lowered by increasing moisture. Stickiness and graining appear to take place after hard candy is exposed to such a relative humidity which will raise the moisture content and lower the transition point to the temperature of the candy. The vapor pressure transition point appears to be the same as the transition point reported for specific heats of dextrose glass as well as viscosity, elasticity measurements, coefficient of expansion with glasses of other materials. Dextrine glasses show higher transition points than sugar glasses and thus give promise to aid in the production of moisture resistant hard candy.

Relative humidity determination results using the fixed relative humidity chamber method must be evaluated carefully when carried out on amorphous sugar materials since no true equilibrium vapor pressure exists with these materials below their transition point.

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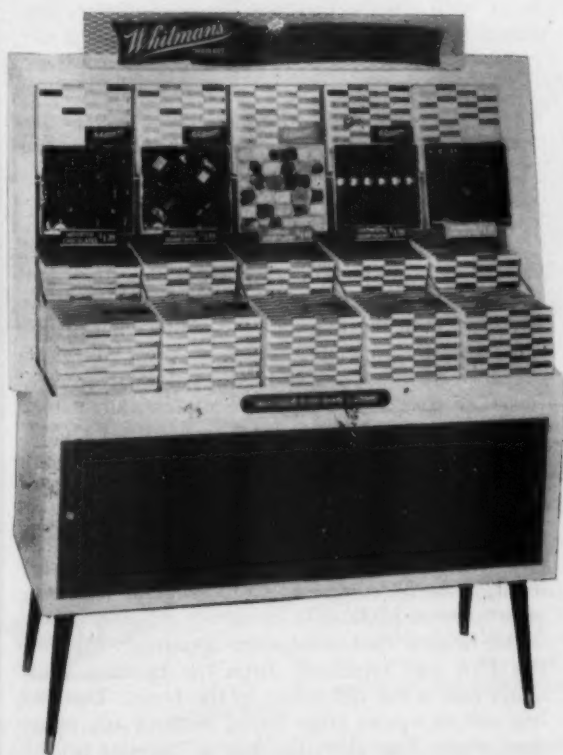
Denver Candy Club

The Denver-Mile Hi Candy Club is being organized, with charter memberships open until September 1st. Organization offices are Room 406, 1863 Wazee St., Denver 2, Colo. This will be the first candy club to be organized in the Rocky Mountain area.

MC

CANDY PACKAGING AND MARKETING

The story behind the Philadelphia Store Assortments



This is the display rack that practically all Whitman's dealers have bought. Another vertical rack was made available, but found little popularity. With a box lid, display package of candy replicas, and the stock below lined up, there can be no confusion on the part of the consumer regarding which box to pick up for each assortment. The bottom part of this cabinet has sliding doors for more stock.

Last fall Stephen F. Whitman and son moved aggressively into an area of candy sales where they previously had only a fringe interest. While Whitman's have been recognized as the major force nationally in the gift boxed candy market, and in recent years have packed some of their more popular items in straight packs of less than a pound to retail at under a dollar, they have never attempted to market nationally a popular priced line of assorted chocolates.

In their promotion to dealers, Whitman's estimates that the sale of popular price boxed candy, called by Whitman "the take home and eat" market, is a 300 million dollar annual market. This business goes primarily through local manufacturing retail confectioners and chain candy shops.

It is this sales potential that Whitman's planned to tap with their Philadelphia Store Assortments.

The choice of assortments was based on experience of Whitman's only retail store, in Philadelphia. The five assortments chosen for the Philadelphia Store line constituted 65% of the total business of this store. These five assortments are assorted chocolates boxed at \$1.39, a hostess assortment of home-made style candies both coated and un-coated at \$1.49, a Caprice assortment at \$1.49 of a variety of non-coated pieces, a continental line for \$1.59 of all shell-molded pieces and a miniature assortment of 58 coated pieces at \$1.79.

For Maximum
Attractiveness
Use SWEETONE Flossine



Flossine is the candy mat supreme . . . pure white . . . bulky . . . sure to enhance the interior appearance of your candy package. Embossing, cutting and die cutting to your requirements.

Write Today for a new folder containing actual samples of our complete line of Sweetone Paper Products for manufacturing confectioners including:

Glassine	Chocolate Dividers
Waxed Papers	Boat & Tray Rolls
Wavee Parchment	Layer Boards
Embossed Papers	Die Cut Liners
Candy Box Paddings	

George H. Sweetnam, Inc.

282-286 Portland Street, Cambridge, Mass.



Representatives in Philadelphia, Detroit, St. Louis, Chicago, Dallas, New Orleans, Los Angeles and Portland, Oregon.

Whitman's knew that the key to success of a popular price line of home-made style candies was the merchandising. In order to tap a fair portion of this market on a national basis, the retail display had to resemble, as closely as possible, the display practices of local retail confectioners. To do this within the confines of a modern drug store with that outlet's space and personnel limitations faced Whitman's with a display and merchandising problem that has never been attempted on anything like the national level.

The two vital features of retail confectioners merchandising that Whitman's felt must be incorporated in the merchandising of their new Philadelphia Store assortments were the orderly display of the line away from unrelated merchandise, and the actual display of the candy itself in the assortments from open boxes.

Through attempts by Whitman's over many years to display actual samples of their regular assortments in open boxes, covered by some type of transparent material, they have found that this is completely impractical on a national basis because of the lack of control over stores' temperature and handling conditions. The harm done by a single display of gray or mashed chocolates will more than offset many displays of these chocolates in the best of condition. The solution to this problem was the discovery of a source that could supply them with such accurate replicas of their assortments that even on the closest inspection, the consumer could not tell them from actual candies.

These replicas were tested under all possible store conditions, and proved to maintain their perfect resemblance of actual candy indefinitely. This portion of Whitman's merchandising was solved.

After a considerable amount of testing, a display fixture was designed which provided a pleasing and integrated display of the five Philadelphia Store assortments. The display is designed with the five open boxes of candy replicas at just below eye level with the lids showing above each display box. The boxed candy stock is kept below the displays with each assortment below its display box. The base of the cabinet contains sliding doors for additional storage space.

The obvious question of the PSA line competing with their regular line of candies seems to have been no particular problem. The only one of the five boxes in the PSA line that is directly competitive with a standard box is the miniature assortment, at \$1.79, compared to the regular miniature assortment at \$2.00.

One reason that consumers apparently consider this PSA line separately from the familiar Whitman's line is the difference in the boxes. The PSA line are all square edge boxes, without any extension edges. This gives the line a "popular priced" appearance, and sets them apart from the other Whitman's boxes. The design is also more modern, adding to the feeling of a popular priced item.

In the initial push for retail distribution of this new line, Whitman's explained to dealers their analysis of the two retail sales levels in the boxed

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This one really moves . . . it looks better in Saran Wrap



When extra protection is important, shoppers look for this hallmark.

Candies have to *stand out to sell out* in today's competitive market. That's why more and more leading brands are appearing in sparkling Saran Wrap*, the packaging that adds the eye-appeal . . . the look of freshness shoppers can't resist. It has taken candies to new sales highs!

Saran Wrap is the completely transparent plastic film that puts candies on display at their best. It's soft, pliable and tough enough to keep packages in shape even on self-service counters. Saran Wrap is moisture-

proof . . . so candies retain all their freshness and flavor. It adds the look that wins impulse sales and the protection that assures repeat sales.

Time to give your products a sales lift? Then send them to market in Saran Wrap. And be sure to add the Saran Wrap hallmark of protection to your packages. It's the name millions of homemakers know as the finest in food protection. Dow packaging service is ready to help you†. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Dept. PL607C-2. *Trademark of The Dow Chemical Company

†Write today for the brochure on packaging with Saran Wrap bags.

you can depend on DOW PLASTICS



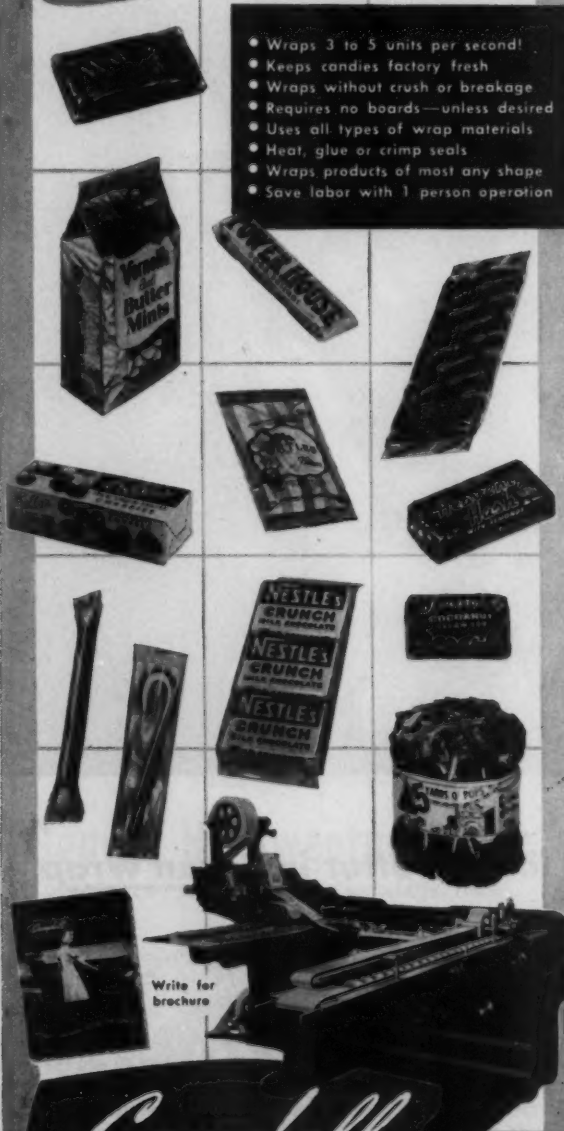
WRAP TO PLEASE

For Goodness Sake!



Candies taste fresher —
sell faster — and cost you
less to package on the
Automatic Campbell Wrapper

- Wraps 3 to 5 units per second!
- Keeps candies factory fresh
- Wraps without crush or breakage
- Requires no boards—unless desired
- Uses all types of wrap materials
- Heat, glue or crimp seals
- Wraps products of most any shape
- Save labor with 1 person operation



Campbell
WRAPPER

Manufacturers of Aniline and Groove Presses, Folders, Interfolders,
Laminators, Waxers, Embosers, Sifters, Sheeters, Roll Winders, Pouch
Making Machines, Crepeers and Tissue Converting Units

NEW YORK
55 WEST
42 STREET



These replicas of Whitman's chocolates by Knechtel Laboratories are so perfect that even some candy men have been fooled by them. Their display has been one of the important factors in making this new line of candy a success. Each box has a different color with gold in the cover design.

candy business. The first level was identified as the gift box level where Whitman's was the acknowledged sales leader. The second was the "take home and eat" level where the new line of chocolates was to fit. The initial goal for this assortment on a national basis was 2,000 drug store outlets.

In order to carry this line, dealers were required to purchase the display fixture and the line of candy replicas at a total cost of slightly over \$90.00. In addition, they had to agree to promote this line in their local advertising and to take an inventory of their stock at least every two weeks. As on their other lines, Whitman's provided free promotional material such as price cards, newspaper mats and radio scripts. Imprinted box inserts were made available to dealers at cost.

The reason for the inventory requirement is that this line of candy has a considerable shorter shelf life than Whitman's regular. It is made as much "home-style" as possible, and this requires the ingredients that make for a short shelf life. One of the real problems on this line has been its introduction in sparsely populated regions where Whitman's salesmen do not call on an account more than once each month, and therefore cannot police the stock to maintain a constant fresh supply. In these areas Whitman's uses a direct mail campaign to dealers, every two weeks, enclosing a combination inventory check list and order form. This continually reminds them of the importance of keeping their stock of candy fresh.

The initial push provided something over 1900 retail placements of this fixture and line. Whitman's experience with this line in the past few months indicates that it will be a permanent part of Whitman's line, and a substantial increase in the number of dealers carrying the Philadelphia Store assortments will be an important item in Whitman's sales plans this fall.

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When it comes to candy, you'll find nationally-known products putting their best foot forward as they go to market — in eye-arresting, sales-winning Milprint foil! It's the combination of sales-wise craftsmanship and sparkle that wins more customers every hour, every day!

Milprint* INC.
PACKAGING MATERIALS

General Offices, Milwaukee, Wisconsin
Sales Offices in Principal Cities

* Reg. U. S. Pat. Off.

Printed Cellophane, Pliofilm, Polyethylene, Saran, Acetate, Glassine, Vitafilm, "Mylar"®
Folds, Laminations, Folding Cartons, Bags, Lithographed Displays, Printed Promotional Materials

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Confectionery Sales and Distribution

The preliminary report on confectionery sales and distribution for 1956 has been released by the U. S. Department of Commerce. This sixteen page report summarizes the material to be released in the full report in two or three months.

Cocoa Beans

The United States Department of Agriculture has published a fourteen page circular on the subject of the world production and trade in cocoa beans. This is primarily a statistical survey of production in the important producing centers and the flow of world trade from producing to consuming countries. This circular is available from the Foreign Agricultural Service of the United States Department of Agriculture, Washington, D. C.

Whitman's promotes



James Lindsey



J. Flanagan

Stephen F. Whitman and Son, Inc., has elected James Lindsey, Vice President In Charge of Western Operations, to the Board of Directors. James R. Flanagan, who is in charge of plant operations, has been appointed Vice President In Charge of Manufacturing.

Candy preferences of boys

A survey of candy eating and buying habits of American boys has been made by Boys' Life Magazine. Copies are available from the magazine, 2 Park Ave., N. Y. 16, N. Y.

Fischer to Credit Mens' board

Loretta M. Fischer, secretary & treasurer of the George Ziegler Company, has been elected a director of the National Credit Men's Association. She is the first woman to hold this position as well as to be the first woman director of the Milwaukee Section of this Association. She has been employed by the Ziegler firm since 1911.

New peach flavors

A peach puree concentrate and peach nectar concentrate can now be made by a continuous process developed at the Eastern Utilization Research Laboratories of the U. S. Department of Agriculture. In this process, the volatile flavors normally lost in processing the fruits are recovered and the products have excellent natural fruit flavor. The process produces a four-fold nectar concentrate and a seven-fold puree concentrate. The process is not yet in commercial use.

Candy Advertising Data

The first figures have been published covering the use of spot television advertising by both national and regional advertisers; the total for both candy and chewing gum was an expenditure of slightly over \$10,000,000. Of this total chewing gum accounted for about 2½ million and candy for the remainder. The figures given cover only time costs and no production costs, and only those companies were included which spent a total of \$20,000 or more for spot television time.

The Bureau of Advertising of the American Newspaper Publishers Association recently released figures showing that candy and gum manufacturers spent \$3,840,000 for national newspaper advertising in 1956. This was a 20% increase over '55. This total, however, is only national and did not cover a great multitude of local newspaper advertising done by the retail trade.

SWCA convention

P. L. Langlois, Chairman of the New Orleans Convention Committee, received from Toastmaster Harry Scott, Vice-President of Brock Candy Company, the Colonel Weiner Trophy for his enthusiasm and effort toward making the convention a success. Mr. Langlois also was awarded the SWCA Service Cup as the member who had done the most during the year to promote the interest of SWCA.



Past President Harold P. McGlynn, Montgomery, Alabama, charges newly elected officers and directors of the SWCA with their duties. Left to right: T. Glenn Joyce, Winston-Salem, North Carolina, Leo Daughdrill, Poplarville, Mississippi, P. L. Langlois, New Orleans, Louisiana, directors; J. W. McCraney, Leeds, Alabama, President E. F. Proffit, High Point, North Carolina, Chairman of the Board, William F. Davis, Louisville, Kentucky, and W. T. Washburn, Montgomery, Alabama, directors.

Cocoa Conference

The Cocoa, Chocolate, and Confectionery Alliance will hold a conference in London, September 10 to 12.



GLASSINE

for Packaging

Rhineland Glassine and Greaseproof protective papers are *versatile*, and offer big advantages to candy makers:

1. Attractive glossy appearance is combined with positive greaseproof protection.
2. G and G papers retard rancidity. Prevent staining.
3. Resist moisture (coated or waxed grades).
4. Fabricate and print easily.
5. Cost is reasonable in relation to performance.



RHINELANDER PAPER

Rhineland Paper Company, Rhineland, Wisconsin
Subsidiary of St. Regis Paper Company

DAIRYLAND FOOD LABORATORIES, INC.
Announces
Direct-to-the-Trade
Distribution of
MIL-LAIT™
U. S. PATENT NO. 2,744,743
MODIFIED WHOLE MILK POWDER

MIL-LAIT is a high quality, 28½% butterfat, enzyme modified whole milk powder. MIL-LAIT has met wide acceptance among basic chocolate manufacturers since it imparts a rich, distinctive flavor to milk chocolate and other chocolate products.

Direct-service economies and new sales policies become effective August 1, 1957. Inquiries and orders, after this date should be sent to:



DAIRYLAND FOOD LABORATORIES, INC.
419 FREDERICK STREET • P. O. BOX 824
WATKINS, WISCONSIN

SUGAR REPORT

by Charles Fuchs

The combination of the two recent quota increases totalling 300,000 tons together with deficit reallocations on the part of the Sugar Division has finally brought a halt to rising sugar prices. During mid July these factors resulted in a sharp break in raws from a previous high of 6.60 duty paid to 6.35 duty paid. This was also aided by a severe drop in world sugars, the Exchange declining in a few short weeks from the year's high of 6.89 to 4.62.

The next important question, particularly to northeastern consumers, who have had to pay a high of 9.25, is when can some relief be expected. The above developments have at least resulted in conditions which place a ceiling on refined prices for the balance of this year but this is not enough. Northeastern prices are 40¢ to 50¢ per cwt. higher than they should be, and in most cases industrial users in this area have had to absorb all, most or at least part of these substantially higher costs.

It is the writer's opinion that these factors should be strongly stressed and the maximum pressure be brought to bear by individuals as well as trade organizations in an effort to quickly bring some relief. Ample sugars are available and the objective of the Sugar Division is to bring them out, thereby producing lower raw material costs to refiners, who in turn can pass these along to their customers.

CALENDAR

August 16-17—Badger Candy Club Exposition, Hotel Astor, Milwaukee, Wis.

September 10, 11, and 12: The Cocoa, Chocolate, and Confectionery Alliance will hold a conference in London.

September 12, 13, 14: Michigan Tobacco and Candy Distributors Association, Ninth Annual Convention, Hotel Statler, Detroit, Michigan.

September 15, 16, 17, 18: Philadelphia National Candy Show, Benjamin Franklin Hotel, Philadelphia, Pa.

October 28-30—Packaging Institute, Annual Forum, Statler Hotel, New York, New York

December 12-13, Western Confectionery Salesmen's Assn., La Salle Hotel, Chicago.

1958

July 6, 7, 8, 9: Associated Retail Confectioners Annual Convention, Mark Hopkins Hotel, San Francisco, Calif.

July 6, 7, 8, 9, 10: National Confectioners Assn., Sheraton Palace, San Francisco, Calif.

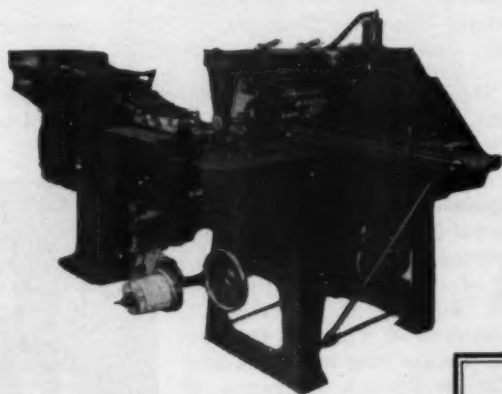
CCC sells butter

The Department of Agriculture has again started selling dairy butter from Commodity Credit Corporation stocks for the restricted use of extending cocoa butter. The most recent sales were at 37½¢ a pound. The sales for this purpose since inception of this program in February, 1954 total 6½ million pounds.

- ▶ **MORE OUTPUT**
- ▶ **SIMPLER OPERATION**
- ▶ **EXTREMELY RELIABLE**
- ▶ **EASILY TRANSPORTED**
- ▶ **LOWER CAPITAL COST**

WITH ▶ **AUTO WRAPPERS**

MULTI PURPOSE AUTOMATIC WRAPPING MACHINES



TO ROLL-WRAP ALL TYPES OF TABLETS,
i.e. COMPRESSED LOZENGES, ROUND
MOULDED CHOCOLATES AND
SWEETS, ETC.

IN PAPER, FOIL, CELLULOSE FILM FED
FROM THE REEL.

SPEED 70-90 PER MIN.

**INSTALLED
THROUGHOUT
THE FIVE
CONTINENTS!**

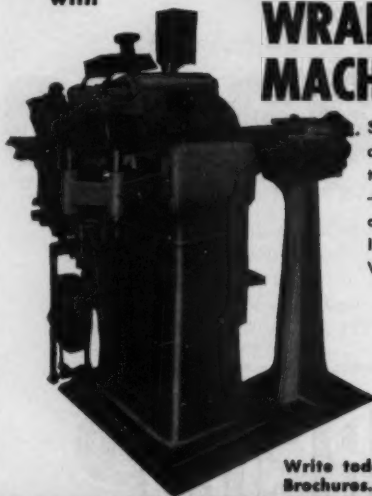


AUTO WRAPPERS (NORWICH) LTD · EDWARD ST · NORWICH. ENGLAND
Telephone: Norwich 29222. Grams: Autowrap, NORWICH.

Speed Makes The Difference! 450 CARMELS CUT and WRAPPED EVERY MINUTE

with

IDEAL HI-SPEED WRAPPING MACHINE



Speed that's always dependable — Safety than can be counted on — maximum production at least cost—that's the Ideal Special Caramel Wrapping Machine!

Only 2 personnel required for this entirely automatic operation.

Write today for FREE Brochures.

IDEAL WRAPPING MACHINE COMPANY

MIDDLETOWN NEW YORK U. S. A.

COOPER-STYLED FOLDING BOXES



**COOPER Paper Box Corporation, Dept. M
Buffalo 10, New York.**

Please send us Display Brochure of Cooper-styled Boxes with prices.

Our firm name
Street
City Zone State

Supply Field Notes

Dr. James H. McGlumphy, vice-president of van Ameringen-Haebler, Inc., has been elected a member of the Board of Directors of the Research and Development Associates of the U. S. Quartermaster Corps' Food and Container Institute. Dr. McGlumphy has been working with the Quartermaster on various projects since 1940.



American Molasses Company announces the following appointments; Harold F. Sauflay to vice president in charge of raw sugar and molasses operations, Frank E. Trager to general industrial sales manager, Richard G. Toomy to vice president of Boston Molasses Company, Edward F. Widmayer to sales manager of The Nulomoline Division and vice president of Nulomoline Ltd., Charles A. Bailey to bulk molasses sales manager and vice president of Grandma Molasses Ltd., Andrew J. Holmes to sales manager of Sucrest Sugar Division, Robert J. Sassemann to Chicago sales manager, and Eugene Syverson Chicago plant manager.

The Hubinger Company has established a new sales office in Buffalo, New York to be managed by Stanley L. Hepp.

Fritzsche Brothers, Inc. has elected Edward E. Langenau Vice President. Mr. Langenau is Director of the Analytical Laboratory and Secretary of the Research Committee of Fritzsche Brothers, Inc. and has long been associated with the Scientific Committee of the Essential Oil Association.



Dodge and Olcott, Inc. has appointed John T. Brickner manager of their branch in Los Angeles.



R. L. Grace

W. Wheadon



J. W. Greer Company has appointed Roderick L. Grace as Northeastern Regional Sales Manager and Willard S. Wheadon as Eastern Regional Sales Manager.

Shop
cloud
they
phone
catch
helps
plays

new profits
when candy's
wrapped in

**AVISCO
CELLOPHANE**

...here's why:

Clarity

Shoppers get a perfect, unclouded view of what they're buying. And cellophane's flashing brilliance catches their attention, helps lure them to mass displays, promotes extra sales.

Machinability

No other film can match cellophane's trouble-free machine performance. It seals quickly and perfectly—even in the most complicated folding, tucking, and sealing operations.

Freshness

With the superior aroma protection and moisture retention of AVISCO cellophane, candy stays fresh, flavorful, filled with the taste appeal that means more sales, bigger volume.

Printability

There's a special kind of sales-making elegance that's born when inks meet AVISCO cellophane. All pigments flash brightly, suspended as they are on a non-absorptive surface.

Your AVISCO salesman or converter representative will be happy to discuss with you further how you can build a more prosperous business with AVISCO cellophane.

AMERICAN VISCOSSE CORPORATION, Film Division, 1617 Pennsylvania Blvd., Philadelphia 3, Pa.

Window Displays

Salesmen's Samples

Point-of-Purchase

A New Type of Display Candy

Sun & Heat Resistant

Exact Color Match

More Appetizing

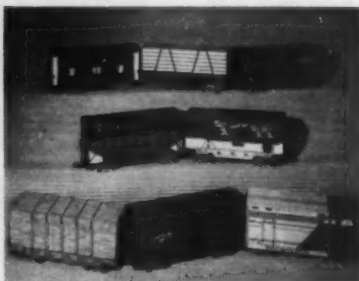
Always Fresh

No Waste

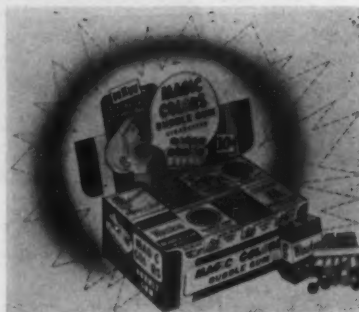
No Throw Away

Artificial Candy not only looks better and increases sales but will pay for themselves in two months in the savings of candy alone.

New Packages



Schulze and Burch is using a set of eight cartons die cut and printed as a locomotive and various types of freight cars to package its animal graham crackers. Couplers are now provided on the inside end panels of the carton.



The Philadelphia Chewing Gum Corporation now puts out a range of bubble gum items of 1¢, 5¢ and 10¢ packages with a variety of colors and flavors.

Twist wrapped 1¢ Swell, while produced in just one color and flavor, is wrapped in three different color wrappers.

Cello wrapped bubble gum cigars come in three brands in a single display box with individual colors and flavors at 5¢ each.

Bubble gum cigarettes are packed in small cartons to retail at 10¢ with each one holding 10 cigarettes with five flavors and colors.

Confectionery Brokers

G & Z BROKERAGE COMPANY

New Mexico—Arizona El Paso
County Texas
P. O. Box 227 ALBUQUERQUE
N. Mex.

Personal service to 183 jobbers, super-markets and department stores. Backed by 26 years experience in the confectionery field. We call on every account personally every six weeks. Candy is our business.

LIBERMAN SALES COMPANY

324 Joshua Green Bldg.
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I. Liberman CHIEF Liberman
Terr.: Wash., Ore., Mont., Ida.,
Utah

HARRY N. NELSON CO.

646 Folsom Street
SAN FRANCISCO 7, CALIF.
Established 1906
Terr.: Eleven Western States

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928 East 3rd St.
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Terr.: Calif., Ariz., N. Mex.,
West Texas & Nevada
HERBERT M. SMITH
318 Palmer Drive
NO. SYRACUSE, NEW YORK
Terr.: New York State

W. E. HARRELSON ASSOCIATES

Candies Only
5308 Tuckahoe Ave.—Phone 87-2038
Richmond 26, Va.
Territory: Virginia, West Virginia,
North and South Carolina.
Five Associates:
Nelson I. Bowden, Lloyd C. Fulmer,
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Specializing on Chains, Varieties,
and Super-Markets, and Conf. and
Tobacco Jobbers.

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Terr.: Kentucky, Tennessee and
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Candy Specialties
P. O. Box 177—Phone
ALpine 5-4582
NASHVILLE 2, TENNESSEE
Terr.: Kentucky, Tennessee, Ala-
bama, Mississippi, Louisiana



Self-Locking SUPER cushion Cartons

Pack your candy Easter eggs in genuine egg cartons and watch sales jump out of the bulk class. You'll get better acceptance . . . bigger volume . . . sweeter profits per dozen when you pack in regular or miniature Self-Locking Super Cushion Cartons. Stock or special designs, samples and prices available on request. Write, wire or phone.

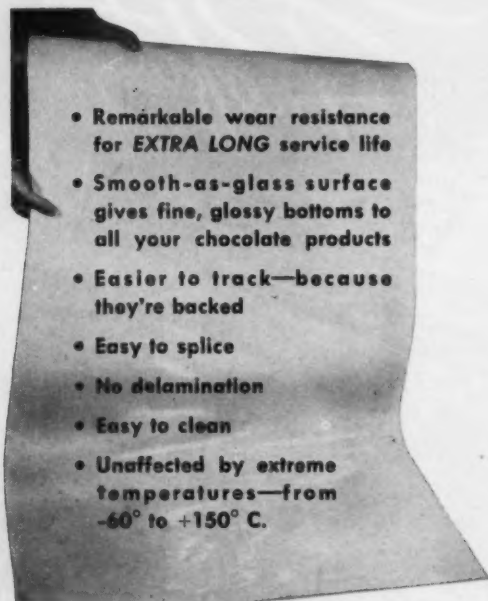
Pacemaker in Egg Packaging

**GENERAL PACKAGE
DIVISION**

The Diamond Match Company

345 E. Illinois Street, Chicago, Ill. 10, U.S.A.

have you checked on all that
VOSS 3M600 "Kleer-Gloss"
Heavy MYLAR Cooling Tunnel
Belts can do for you ?



- Remarkable wear resistance for **EXTRA LONG** service life
- Smooth-as-glass surface gives fine, glossy bottoms to all your chocolate products
- Easier to track—because they're backed
- Easy to splice
- No delamination
- Easy to clean
- Unaffected by extreme temperatures—from -60° to +150° C.

Embossing? Certainly!

You can have sharp, clear embossing with VOSS "Kleer-Gloss" 3M600 Heavy Mylar—in addition to all the other exceptional advantages this unique material offers. Add these all up, and you'll see why so many candy makers are adopting "Kleer-Gloss" Belts. They're a best-yet answer to many an old and troublesome problem.

Fine for PLAQUES . . .

Plaques made of VOSS Mylar "Kleer-Gloss" are splendid for hand-dipping, because of the same qualities which make the material so outstanding for Belts. And for multi-tier plaques, lighter and more flexible M3000 and M6000 "Kleer-Gloss" give an exceptionally satisfactory performance.

Write or phone us—right now—for the full facts about VOSS "Kleer-Gloss" MYLAR BELTING!



P. O. Box 2128, Hollywood 28, California • 18 Richards Circle, West Newton 65, Mass.

VOSS

Supplies Every Belting Need



ENROBER BELTING and PLAQUES

Mylar, multi-tier plaques or cooling tunnel Belting; Satyn-Gloss, Hi-Lustre, No. 3 Hi-Gloss cooling tunnel belting and plaques; all weights and textures; non-curling, long life



ENDLESS FEED and BOTTOMER BELTS

Neoprene or Hy-Car treated, or plain



PACKING TABLE BELTING

White Neoprene, Hy-Car and other treated varieties, or plain



VOSSTEX CONVEYOR BELTING

White Pure Food, Neoprene and Hy-Car



COOLING TUNNEL BELTS

Hi-Gloss . . . Hi-Lustre . . . Kleer-Gloss Heavy Mylar



CARAMEL CUTTER BOARDS



BATCH ROLLER BELTING



WIRE ENROBER BELTING



for

IMMEDIATE SERVICE

call on

VOSS

Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

Summer Candies and Packages

Code 8A7

Grained Buttercreams

12 ozs.—33¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Package: Good

Container: Folding oblong box, overall cellulose wrapper printed in purple, red, blue, white, orange and brown.

Buttercreams: Buttercreams are in the shape of dolls, toys and animals.

Colors: Good

Texture: Good

Taste: Good

Remarks: One of the best buttercream pieces of this kind we have examined this year. Attractive wrapper.

Code 8B7

Fruit Slices

7 ozs.—39¢

(Purchased in a chain drug store, Chicago, Ill.)

Container: Slices are packed in a tray, oblong shape. Overall cellulose wrapper printed in orange, blue and white.

Slices:

Colors: Good

Texture: Good

Shape: Good

Sugaring: Good

Flavors: Good

Remarks: The best fruit slices we have examined this year at this price. Neat and attractive cellulose wrapper.

Code 8C7

Marshmallow Jellies

8 ozs.—25¢

Appearance of Package: Good

Container: Board tray, oblong shape, printed in red, green and white. Cellulose wrapper. Jellies are in three layers: Jelly top and bottom, marshmallow in the middle.

Jellies:

Colors: Good

Jelly: Good

Marshmallow:

Color: Good

Texture: Good

Taste: Good

Remarks: A good eating marshmallow and jelly piece, one of the best we have examined this year at this price.

Code 8D7

Sugar Wafers

1½ ozs.—3 for 12¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Roll: Good

Container: Wafers are in a printed paper boat. Cellulose wrapper printed in blue, red and white.

Wafers:

Colors: Good

Texture: Good

Flavors: Fair

Remarks: Some of the flavors are too strong and some we could not identify. Suggest a better grade of flavors be used to improve the taste.

Code 8E7

Confectioners Coated Almond

Nougat Bar

1½ oz.—5¢

(Purchased in a chain department store, Chicago, Ill.)

Appearance of Bar: Good

Size: Good

Wrapper: Glassine wrapper printed in blue and red.

Bar:

Coating: Good for this type of coating.

Center:

Color: Good

Texture: Good

Taste: Good

Remarks: One of the best bars of this type we have examined this year.

Code 8F7

Confectioners Coated Mint

Cream & Caramel Bar

1½ oz.—5¢

(Purchased in a chain department store, Chicago, Ill.)

Appearance of Bar: Good

Size: Good

Wrapper: Glassine wrapper printed in green and red.

Bar:

Coating: Good for this type of coating.

Candy Clinic Schedule For the Year

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Chewy Candies; Caramels; Brittles

MARCH—Assorted Chocolates up to \$1.00

APRIL—\$1.00 and up Chocolates; Solid Chocolate Bars

MAY—Easter Candies and Packages; Moulded Goods

JUNE—Marshmallows; Fudge

JULY—Gums; Jellies; Undipped Bars

AUGUST—Summer Candies and Packages

SEPTEMBER—Bar Goods; 5¢ Numbers

OCTOBER—Salted Nuts; 10¢-15¢-25¢ Packages

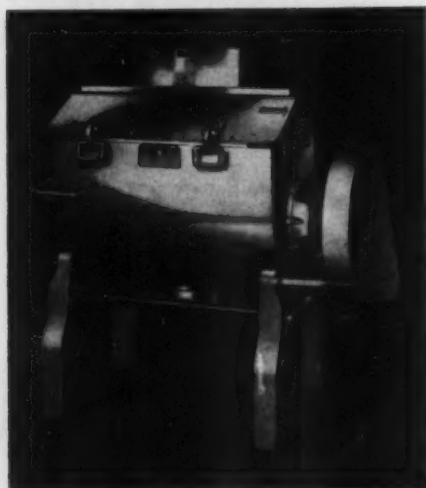
NOVEMBER—Cordial Cherries; Panned Goods; 1¢ Pieces

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

for Better Marshmallows

the SAVAGE BEATER

... IS YOUR ANSWER. The Savage latest improved sanitary marshmallow beater is constructed with stainless steel tank, shaft, paddles and breaker bars—100% sanitary. This beater is considered



standard by manufacturers. Built for strength and durability, it assures perfect manipulation of each batch. Hundreds of users in the United States and foreign countries prefer the Savage Beater for its economy in operation and performance in production, because it saves time, space, and operating cost. Four 200 pound Savage Beaters will supply a mogul for continuous operation.

THE FIRST COST IS THE LAST COST

- Unexcelled for volume and lightness
- Stainless construction—100% sanitary
- No corners for contamination
- Outside stuffing boxes—no leakage possible
- Maximum beating for volume
- Faster heat discharge from batch
- Creates volume suction of cold air
- Larger water jacket for quick cooling
- 6" outlet valve for quick emptying
- Less power needed with roller bearings
- Large two piece air vent—sanitary
- Direct motor drive
- Sizes available: 150 lb. or 80 gal. capacity
200 lb. or 110 gal. capacity

SAVAGE oval type marshmallow beater also manufactured with stainless water jacketed, galvanized cast iron heads, paddles and breaker bars.

SAVAGE BROS. CO.

2638 Gladys Ave.

Chicago 12, Ill.

Since 1855



Center:

Color: Good
Cream: Good
Caramel: Good
Flavor: Good

Remarks: The best bar of this type we have examined this year.

Code 8G7

Marshmallow Novelty

1½ ozs.—10¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Package: Good

Size: Good

Container: Printed folding tray printed in green and red. Overall cell wrapper.

Candy: Piece is a marshmallow base, top looks like a cluster of strawberries.

Marshmallow: Tough and tasteless

Color on Top: Good

Remarks: Highly priced at 10¢. Very cheap quality. Suggest a better grade of marshmallow be made and a better vanilla flavor used.

Code 8H7

Hard Candy Sticks

7 ozs.—35¢

(Purchased in a candy store, Chicago, Ill.)

Appearance of Package: Poor

Container: Polyethylene bag used. About 50% of the sticks were broken.

Sticks: Sticks are spun out very thin.

Colors: Good

Gloss: Good

Spinning: Very good

Texture: Good

Flavors: Fair

Remarks: A very good eating hard candy stick, very well made. Suggest a better grade of flavors be used; some tasted like perfume. At the price of 39¢ for 7 ozs. the best oil flavors could be used.

Code 8J7

Chocolate Fudge Bar

1½ ozs.—\$ for 12¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Bar: Good

Wrapper: Square shaped, cellulose wrapper printed in red, blue and white.

Bar:

Color: Good

Texture: Too tough for fudge

Nuts: Good

Taste: Fair

Remarks: Bar lacked flavor. Suggest more cocoa or chocolate be added or vanilla flavor to improve the taste.

Code 8K7

Chewey Taffy Bar

1½ ozs.—5¢

(Purchased in a drug store, Chicago, Ill.)

Appearance of Bar: Good

Size: Good

Wrapper: Glassine wrapper printed in blue, red and white.

Bar: Bar is a semi-light nougat in 6 pieces in a wax paper wrapper.
Color: Good
Texture: Good
Taste: Fair

Remarks: Bar lacked flavor. Suggest a good vanilla flavor be used to improve the taste of the bar.

Code 8L7

Coconut Fudge Bar

1½ oz.—3 for 12¢

(Purchased in a drug store, Chicago, Ill.)

Appearance of Bar: Good

Good

Wrapper: Cellulose wrapper printed in yellow and brown.

Bar:

Color: Good

Texture: Good

Taste: Good

Remarks: The best coconut fudge bar we have examined this year. Well made and good eating.

Code 8M7

Sucker

1 oz.—5¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Package: Good

Wrapper: Cellulose wrapper, name and ingredients printed in red.

Sucker:

Colors: Red and Green: Good

Texture: Good

Taste: Fair

Remarks: Green part of pop had a very cheap flavor in it. In the red part we couldn't taste any flavor. Suggest good oil flavors be used to improve the taste of the pop.

Code 8N7

Opera Gum Drops

3 ozs.—10¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Package: Good

Container: Polyethylene bag printed in red and white.

Gums:

Colors: Good

Texture: Good

Sugaring: Good

Flavors: Good

Remarks: A good eating opera gum. Slightly over priced at 10¢ for 3 ozs.

Code 8P7

Soft Center Mints

12½ ozs.—65¢

(Purchased in a chain food and confectionary shop, Chicago, Ill.)

Appearance of Package: Good

Container: Folding box, oblong shape, overall cellulose. Wrapper printed in white, green and red. Imprint of mints in colors. Pieces are wrapped in printed cellulose; some also have an inside band of colored foil.

Candy is Dandy



Flavored with

Foot & Jenke

Maple

from

JACKSON, MICHIGAN

STANcase
STAINLESS STEEL
EQUIPMENT

**STAINLESS STEEL
DRUMS**

MODEL 30--30 GAL.
MODEL 55--55 GAL.
(Covers available)

**ECONOMY
EQUIPMENT**

RUGGEDLY CONSTRUCTED FOR LIFE TIME WEAR.
FULLY APPROVED BY HEALTH AUTHORITIES.

Manufactured by
The Standard Casing Co., Inc.
121 Spring St., New York 12, N. Y.

COLORED COATINGS

Add color to your package!

Bon bon coatings in pink, green, peach, yellow and white.

**Nu Coat
Bon Bon
Company**

4338 N. Western Avenue
Chicago 18, Illinois

ALWAYS AT YOUR SERVICE

In Cocoa Since 1899

EMIL PICK CO.

COCOA BROKERS

80 WALL ST. NEW YORK, N. Y.

Bowling Green 9-8994

COCOA BEANS - COCOA BUTTER
Cocoa and Chocolate Products

Classified advertising in the Manufacturing Confectioner is effective.

For

Machinery for sale
Machinery wanted
Positions wanted
Help wanted
Business for sale
Lines wanted

Mints: Mints are a flat hard candy drop with a jelly center.
Colors: Good
Gloss: None
Center:
 Color: Good
 Texture: Good
 Flavor: Good
Remarks: A well made hard candy piece and good eating.

Code 8Q7
Gum Berries
14 ozs.—29¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Package: Fair
Container: Polyethylene bag tied on top with grass ribbon. White paper seal printed in red.
Gums: Gums are in the shape of black and red raspberries.
Color: Good
Texture: Tough
Finish: Good
Flavors: Fair

Remarks: Suggest formula be checked as piece is too tough. Cheaply priced at 14 ozs. for 29¢.

Code 8R7
Toasted Coconut Marshmallows
1 lb.—39¢

(Purchased in a chain department store, Lancaster, Pa.)
Appearance of Package: Good

Container: Cellulose bag printed in green and white. Imprint of coconut palm in colors.

Marshmallows:
 Coconut: Good
 Marshmallow:
 Color: Good
 Texture: Good
 Taste: Good

Remarks: The best toasted marshmallow we have examined this year at the price of 39¢ the pound.

Code 8W7
Chocolat Fudge
1 lb.—\$1.00

(Purchased in a candy shop, N.Y.C.)

Sold in Bulk:
Number of Pieces: 8 pieces. Each piece is wrapped in moisture proof cellulose.

Fudge:
 Color: Good
 Texture: Good
 Flavor: Good

Remarks: A very good eating chocolate fudge but highly priced at \$1.00 the pound. Suggest a good amount of nuts be added if the piece is going to remain at \$1.00 the pound.

Code 8X7
Jelly Beans
8 ozs.—25¢

(Purchased in a candy store, N.Y.C.)
Appearance of Package: Good

Container: Cellulose bag printed in white, purple and yellow.

Jelly Beans:
 Colors: Good
 Finish: Good
 Panning: Good
 Jacket: Good
 Center:
 Color: Good
 Texture: Good
 Flavors: Good

Remarks: The best jelly beans we have examined at this price this year. Very well made and good flavors.

Code 8S7
Chocolate Nut Fudge
1 lb.—\$1.00

(Purchased in a candy shop, Los Angeles, Calif.)

Appearance of Package: Good
Box: Oblong shape, one layer type. White glazed paper top printed in blue. White paper wrapper, gold seals on ends.

Appearance of Package on Opening: Good

Number of Pieces: 17

Fudge:
 Color: Good
 Texture: Good
 Nuts: Good
 Taste: Good

Remarks: The best fudge of this kind we have examined this year. A very good true fudge and very good eating.

STANDARD
THROUGHOUT
THE WORLD

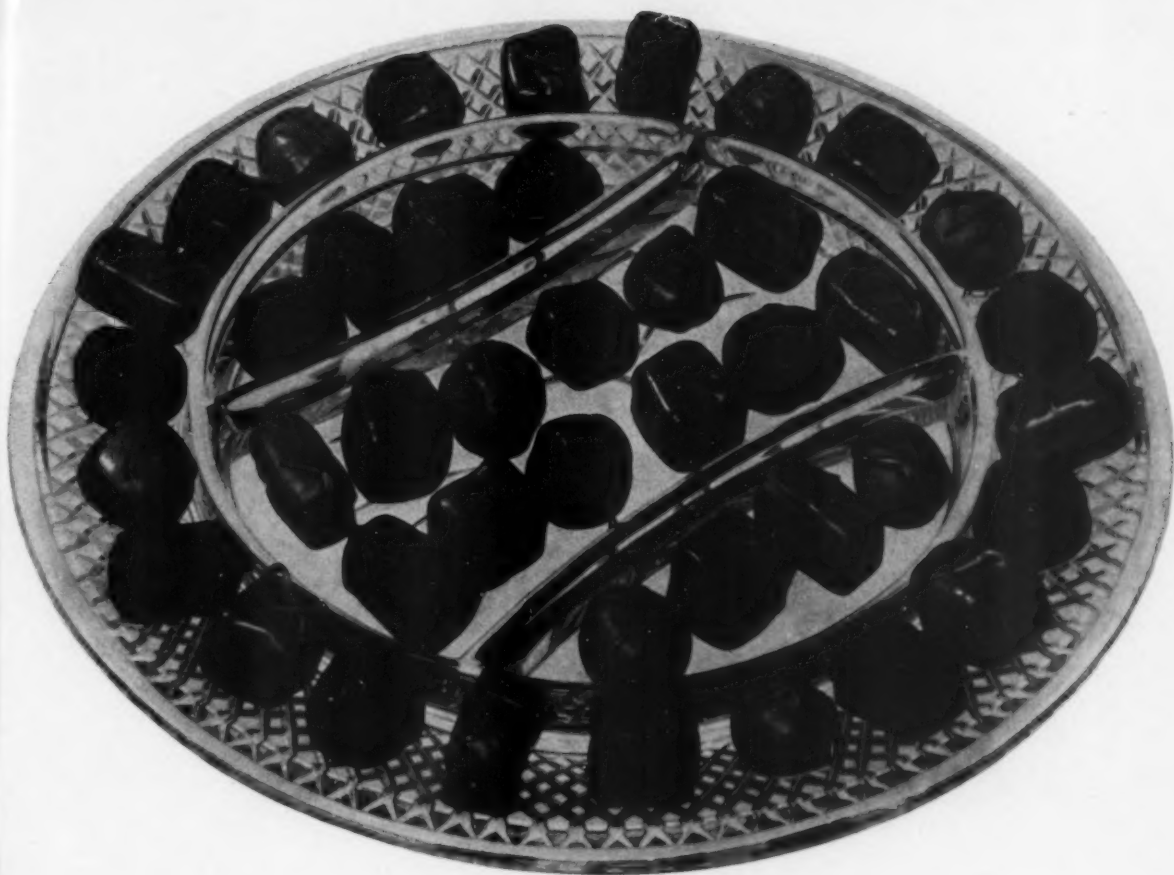


Every major advancement
in the design of Cocoa
Presses has a CARVER
patent behind it.

DESIGNED with Experience
CONSTRUCTED with Precision
SERVICED World-Wide

FRED S. CARVER INC.
HYDRAULIC EQUIPMENT
RIVER & CHATHAM BIDS., SUMMIT, N. J.

There is a variety of sizes of Carver Cocoa Presses to
meet every requirement. We solicit your inquiries.



For your fine candies

Quality *Chocolate Coatings*

Choose from a complete selection of Milks, Vanillas, Bitter Sweets, or Fondant type "Chocolate Coatings."

You can be assured that all Ambrosia Coatings are made to the food of the gods quality standards of velvety smoothness, rich chocolate flavor, easy workability, and glossy finish. Ambrosia Chocolate Coatings are the quality complement to your fine candies.

Ambrosia
FOOD OF THE GODS

For samples and more information write to
AMBROSIA CHOCOLATE COMPANY
Milwaukee 3, Wisconsin

MANUFACTURERS OF FINE CHOCOLATE AND COCOA SINCE 1894



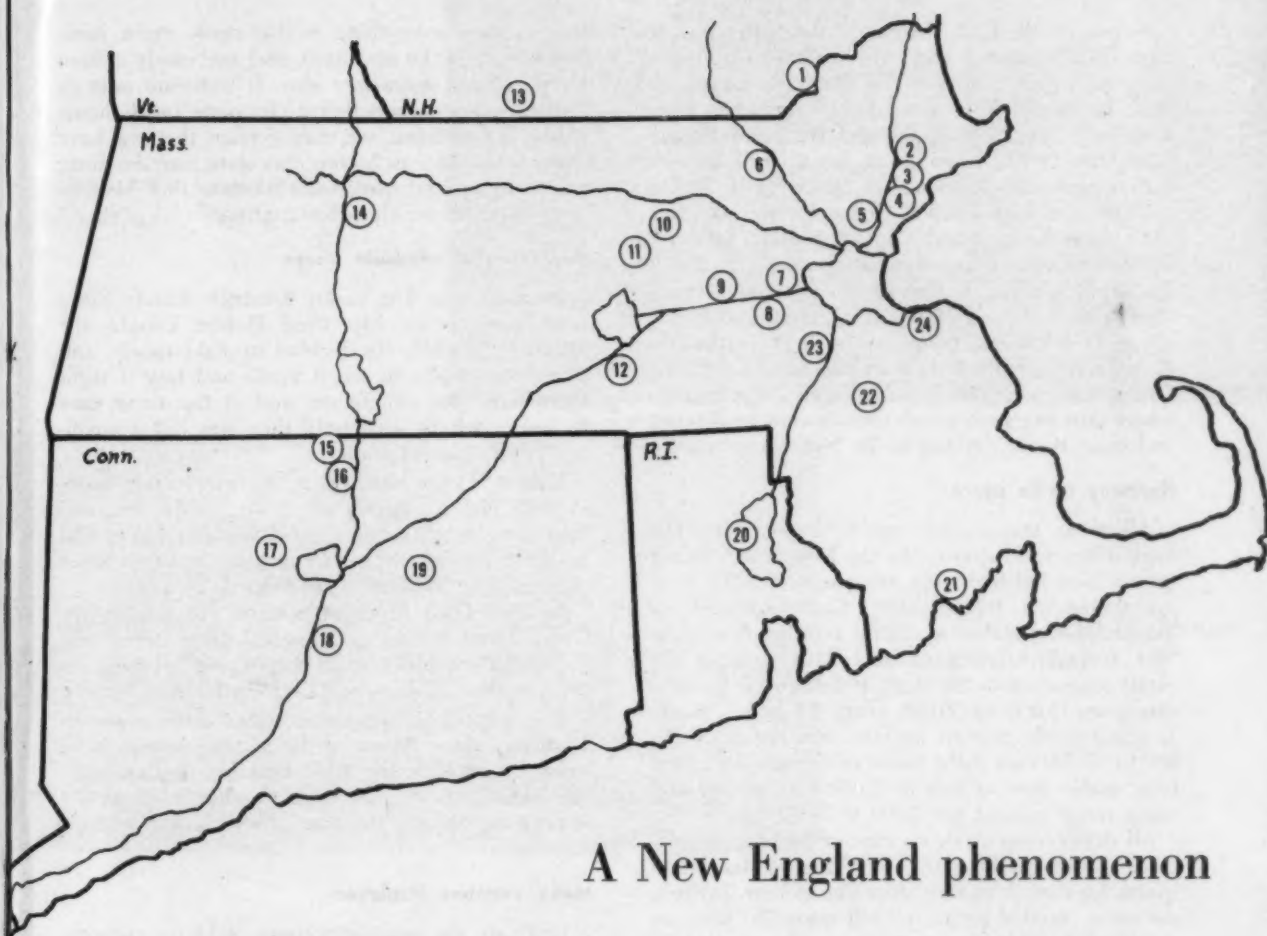
Herbert's Candy Mansion

This map shows the location of a number of roadside candy stores in the central New England area, according to key below.

1. White Bridge Candies
2. Putnam Pantry Candies
3. Old Salem House
4. Fannie Farmer Candy Fair
5. Russo's Candies
6. Mrs. Nelson's Candies
7. Hebert's Coach House
8. The Chocolate House
9. Harvest Hill
10. The Candy Cottage
11. Hebert's, Sterling
12. Hebert's Candy Mansion
13. Robert Taylor's
14. Richard's Candy House
15. E. L. Brigham's
16. Crand's Candy Castle
17. House of Hasselbach
18. Loft's Countryside Candy
19. Munson's Candy Kitchen
20. Margaret's Ranch House
21. Dorothy Cox Candies
22. Hilliard's Kitch-in-vue
23. La Rose Candies
24. Phillip's Candy House

Putnam Pantry Candies





A New England phenomenon

The roadside candy shop

Any Sunday afternoon, far from the city, on the highways of New England, you will find the big black topped parking areas overflowing at the Roadside Candy stores. Crowds going in the doors resemble those waiting to enter Radio City Music Hall on a fine Sunday in New York. Like the Music Hall, often it is necessary for a doorman to hold back those entering until customers leave so as to make room for more. Cash sales being made within average far above those in downtown candy stores. Many more customers, and much, very much, larger sales per customer.

All over New England you will find these stores. Out Route 1, heading north from Boston, you find the crowds, first at Russo's, then the famous Candy Fair of Fanny Farmer, and out the highway further Old Salem House, owned by the Connelly brothers of Lynn. Furthest out, and a good 18 miles from Boston is one of the best known of all, yet only five years old, the Putnam Pantry Candies. Not one of these is in a shopping district, and except

for Russo, who offers ice cream, the others sell only candy.

To the South of Boston one finds the same. Hilliard's, LaRose, Phillips. They are all busy, and on weekends rushed. Again, out to the west, one after another you visit the Hebert Coach House, then the Chocolate House, and next Harvest Hill.

Even beyond the Hebert Candy Mansion, itself 40 miles from Boston, there are more Roadside places. Hebert has another in Sterling, on route 12, north of Worcester. The Candy Cottage on a country road out of Clinton is busy. North into New Hampshire on route 202 in West Rindge, population 500, but outside of town on the highway is Robert Taylor, an outstanding roadside store, and the only one other than Russo that makes ice cream.

Richards Candy Kitchen near Greenfield is the house furthest west in Massachusetts. Moving south past Springfield into Connecticut, on route 5, you see the cars collecting at Crand's Candy Castle, and across the river in Suffield, in it's way the most

fabulous of all, E. L. Brigham. Brigham's has no sign, no advertising, and cars lined up way down the road to get a turn to pay \$1.50 per pound for this fine candy. Then more to the south, to Munson's in Bolton, Conn., and the House of Hasselbach, Jim Smith, manager at Avon, and the new Loft Countryside Candies on Route 15 in Berlin.

There are more. Nichols Ocean Home, Mrs. Nelson's, Dorothy Cox and Captain Hadley, all these in Massachusetts. Margarets Ranch House in Rhode Island, and White Bridge Candies in New Hampshire. Down East in Maine are Libby's and a couple of Len Libby's. Also just north of Portland is Haven's. Altogether more than fifty Roadside Candy Stores in New England, none of them in a location where customers can reach them except by driving, and once there, nothing to be had except candy.

Highway traffic count

All these stores have much in common. The busiest Roadside stores, like the busiest city stores, are on crowded highways, comparable to the busiest downtown streets. The Commonwealth of Massachusetts makes available a traffic flow map. The average number of cars daily passing the candy stores out to the west of Boston on Route 9 run from 15,000 to 30,000 every 24 hours. Route 1, going north, is even heavier, running from 25,000 to 35,000 cars daily. Some of the smaller stores have traffic flow as low as 2,000 cars a day, and many range around the 5,000 to 7,000 figures.

All stores concentrate on ease of parking, usually black top the parking area, marking out lanes and spaces for cars. A smaller store like Robert Taylor's, out on a country highway, will normally have an attendant to help direct traffic on the weekends. Many of the larger stores have one or more police officers on duty Sundays, to prevent accidents as traffic turns in from the express highways.

Most stores independently owned

Most of the stores are independent, although Loft and Fanny Farmer are large firms, and Hebert, Hilliard and Hasselbach all have several other stores. All stores give the general impression of home made candy being made right while you watch. Some, such as Loft and Fanny Farmer, have a small kitchen where a few numbers are made behind a plate glass window so the public can watch. Others, like Putnam Pantry and Chocolate House, make all their candy right on the premises and allow customers to visit any part of the plant.

Private label important

Even where a store buys some finished candy, and they all do this to some extent, they are usually careful to remove the label of the manufacturer and substitute their private label. This refers primarily to novelties such as chocolate bars, chocolate cigarettes, ribbon candy, and even the Maple Sugar products where they stamp their own name on the boxes or tins. Mr. Emerson, owner of Putnam Pantry Candies, says, "The customer wants

and expects everything to be made right here. We have just the one store, and our candy cannot be purchased anywhere else. If someone asks us a direct question whether a chocolate bar is home made, for instance, we may explain that we have these molded for us by our chocolate manufacturer, using the special blend of chocolate that he supplies us for all our chocolate coatings."

Beginning of roadside stores

Probably the first major Roadside Candy Store was begun when Mr. Fred Hebert bought the Mansion, in 1947. He decided to make candy, and invite the public to see it made and buy it right there. His idea caught on, and at the same time he began selling what until then was just a novelty, White Coated Candies.

Robert Taylor opened a highway candy store in 1948. His is a family affair. With wife, son, and four daughters he has a good working force, and in West Rindge, New Hampshire, manages most pleasantly with this group of helpers.

In 1952 Galo Emerson opened Putnam Pantry Candies, on Route 1, Danvers, Mass. This was the first Roadside Candy Shop doing business on this very heavily travelled road north out of Boston.

The big tide of Roadside stores came along in 1954, and since. Many of the smaller houses have living quarters in the same building as the store; this, of course, reduces living expense while at the same time making the size of the building more impressive.

Many varieties displayed

Probably the most impressive sight on entering a roadside store is the huge mass display of so many kinds of candy, sorted through the room or rooms, on tables. White coating has taken hold in New England, and today all roadside stores carry a good display of White along with milk and dark coated chocolates. Confections come in every type and size imaginable, so that most stores have at least 300 varieties of candy on display. To customers accustomed to the city store where rent costs are high on a square foot basis, and every inch is valuable, it is a never to be forgotten sight to see hundreds of different candies on benches and tables from room to room where you can wander as in a museum or library, and just drink in all the many assortments and kinds that until now had never been imagined. Often there is a separate room for chocolates, another for hard candies, a room with tie-on candy gifts, and a childrens room with many novelties.

Henry Richards of Richards Candy Kitchen, says, "I have been making candy 33 years. From 1944 until we opened here in April 1954, we owned a neighborhood retail candy shop in Greenfield on a city street. All those years we had to depend on the same customers, and cater to all their whims and complaints. Now we have gambled our savings on this Roadside store, and we are just five miles out in the country from our old store. We find that our loyal former accounts regularly drive out to

*Richard's Candy Kitchen
Deerfield, Mass.*



*Mrs. Nelson's Candy House
Chelmsford, Mass.*

*Loft's Countryside Candies
Hartford, Conn.*



*Hebert's Coach House
Natick, Mass.*

buy from us. Meantime we have added the heavy buying tourist trade. It used to be in the city that a good sale was a pound or two of chocolates. Today it is seldom we have a sale under two pounds. It used to be we could never take a holiday, we had to stay around in the hope of a sale. Now we are too busy to take many holidays, but we do make it a rule to be closed every Tuesday, and we just don't work that day, ever. Mrs. Richards and I think the Roadside Store is the answer to having a profitable retail candy business."

In Avon, Connecticut, Jim Smith, managing the House of Hasselbach Store for the owner Dan Harrison, says "There seems to be no limit to the amount the same customers will buy. They aren't satisfied with a pound or two of chocolates, but keep selecting other items such as licorice, stick candy, gum drops, and bark. Usually the whole family troops into the store, and each one wants his special type of candy. There is apparently a holiday spirit in visiting the Roadside store, the customer selects his assortment at leisure, and returns again and again, with the same results each time." And then Jim Smith goes on to say, "The highway candy shop is here to stay, and the sky is the limit. It is an exciting and interesting experience to be connected with one."

The highway stores depend on weekends for their heaviest business. Tourist business is important, so much so that in New England, where

winters can be rough, stores like Hebert and Putnam do more summer sales than in winter. New England has become more and more a tourist country in the summer, and visitors like to stop at these famous candy stores.

Putnam Pantry Candies in Danvers is a tourist attraction other than for candy because it is housed in a 200 year old home, next door to the birthplace of General Israel Putnam, the man who gave the command at Bunker Hill, "Don't fire until you can see the whites of their eyes." Galo Putnam Emerson, owner and manager, is a direct descendent of the general. He lives in the adjacent house built by John Putnam in 1648.

Because of the fortunate summer tourist business, the Roadside store people have accomplished the enviable position in the candy business of steadying production so it is rather uniform the year around. Local business comes in fine for the big holidays of Christmas, Valentine's, Easter and Mother's Day, and summer brings the grand tourist rush.

Employment is a problem at most of the stores, as in many cases transportation must be furnished dippers and packers. Pooling cars is an answer, and sometimes a bus is hired by the store to make a scheduled run from town. Balancing the transportation difficulty, however, is the advantage gained by these stores in having work that is steady the year around. Girls are trained to be used as needed either on sales or production. When



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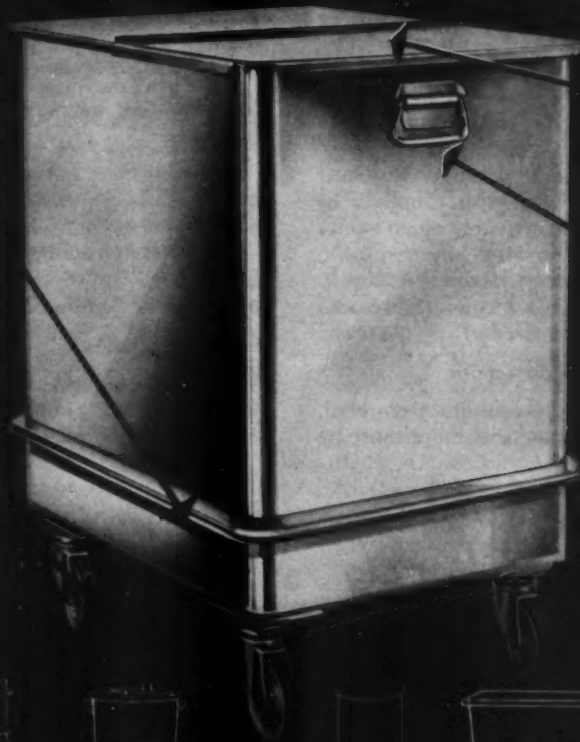
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Depth Width
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We've "squared away" the conventional round container, to give you 1 1/3 more carrying and storing capacity, in comparable over-all size. Think what this can mean to you in faster handling, fewer refills, greater utility.

Quality's the same, of course, as in all Wear-Ever Aluminum food handling items. Extra hard-wrought dent and scratch resistant alloy. Seamless construction. Smoothly

rounded, easy-to-clean inside corners. Sanitary flared rim.

Naturally, we've designed this new container for a perfect fit under your standard cook's and baker's work tables — same as the round type.

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• The Aluminum Cooking Utensil Company, Inc.
• 9008 Wear-Ever Building, New Kensington, Pa.

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• ☐ Send me your catalog. ☐ Have your representative see me.

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• TITLE.....

• Fill in, clip to your letterhead, and mail today.

.....

one of the larger firms holds a Christmas party, it is an affair of several hundred people, by the time you include all the husbands and wives, sons and daughters.

Weather can really hurt, especially a big snow storm in the winter months, but after all this can ruin the day for a city store too. Just a rain storm doesn't hurt so much as you might expect as a certain group of people seem to pick a nice rainy day for an excursion to the Roadside Candy Store.

Large purchases are the custom

A good comparison of the City Retail Store versus the Roadside Store is made by Mrs. Bette Corning, manager of the Fanny Farmer Candy Fair. Mrs. Corning was formerly a supervisor over the New Hampshire retail stores of the Fanny Farmer chain, and is well qualified to know her subject when she says, "We find that in our city stores most sales are to buyers who want to carry a small package, possibly to eat along the way. It is difficult to carry a large package. It's hard to park in the city, and when also shopping at department stores, one just can't carry much candy along." So Mrs. Corning goes on to emphasise the pleasure her customers show at having the Candy Fair, where they can drive, park comfortably, and easily carry to their cars good sized orders of candy.

Stores have become tourist attractions

Most of the stores are beautifully decorated. Some are carpeted throughout, and these must be

recarpeted every two years, because of heavy traffic. Some have wide porches, and some have large picture windows. The Candy Fair is one of the most outstanding from a decorator's viewpoint. It is more modern in style than Putnam, Old Salem House, or Hilliard's. It is brightly lighted, with music playing in the background. The Mother Goose room for children, with verses to be read and animated toys to be seen, is a great attraction to tourists and to the Sunday and evening people just out for a ride with the children.

Tourists like to visit Connelly's Old Salem House. This is an authentic reproduction of the John Ward House, the oldest house still standing in the Witch City of Salem, Massachusetts. Long ago it was once a candy store, adding to the very good reasons for making this fine house for roadside candy, just a few miles from the town of Salem.

Hand dipping by most

Half a dozen of the stores use machines for coating, all the rest do hand dipping. Machines used include one divided Greer, where white will come along on one side, with milk or dark on the other. Other machines in use include a Peppy Dipper, a Ben-Moore, a couple of Little Giants, a couple of Smith's and some Hilliard Dunkers.

Specialty candies

Dietetic Candies are becoming very important in the Roadside stores. Due to advertising on the radio and in the papers, real volume is building up

He remembers so you can forget

You have enough problems without having to keep track of your chocolate supply. That's Chippy Martin's job. He gets paid to remember! For Chippy schedules our production to make sure we always have enough inventory when you need it. More important, Chippy is responsible for meeting your shipping dates. He's a whiz at that.

Like everyone else in our family, Chippy believes that quality is of first importance.

But he also realizes that, in order to sell quality, you have to give service.

Chippy's your man there.

Quality important to you? Service? Then make Wilbur-Suchard your source for chocolate.



Introducing Chippy Martin to prove our point: when it comes to quality, people mean more than machines.

WILBUR-SUCHARD CHOCOLATE CO., INC. Lillitz, Pa. Madison 6-2154

on this type of candy. Most stores give out pamphlets showing the dietetic formula used, stressing that this candy is for diabetics, and is not intended for reducing purposes, since it has almost the same caloric content as regular chocolate.

One of the big sellers in New England, especially in the Roadside stores, is bark. This is tempered chocolate thinly spread on slabs, and generally mixed with various nuts, then broken up and sold in bulk by the pound. It is made in White, Milk and Dark, and in regular chocolate and in Dietetic coating. The price ranges from \$1.50 for chocolate up to \$2.00 per pound for dietetic coating.

Another very popular piece is the solid chocolate pops. These are molded in many forms; santas, dogs, crosses, suckers, and just about every shape imaginable. They sell for 10 cents and up, in all types of coating.

All the Roadside stores do a good bit of tie-on sales. Candy will be packed in a gift dish, or gift pencil sets will be tied on to a box of chocolates. A few stores carry some gifts outright, such as cloth animals, dogs, cats, and dolls. The Candy Fair sells the Fannie Farmer Cooking School book. Those who have gone too strong for gifts without candy however have found themselves in almost another business with totally new inventory problems, and a full time job selecting items. The gift store competition is large and experienced in a highly specialized business, so for the most part the gift shop end of the candy business has not been too successful. Much the same can be said for the greeting card side line. In a few stores it works out well, but most frown on it.

Almost all the stores have highway advertising. Some, like Candy Fair, Hilliard, Putnam, and Hebert, use full sized billboards. Others like Harvest Hill, Taylor, Richards, Chocolate House, use small, eye-catching, home-made type signs.

The mail order business is important to all the Highway stores, especially where the customer sends a box to his friends back home. Each store has a desk set-up of some sort, and calls attention to the feature, "just fill in the name and we'll do the rest." Putnam Pantry has folders printed that are placed in hotel lobbies over much of the country advertising the store and suggesting mail orders.

Future unlimited

It's an adventure to shop in the roadside candy stores, and today with the parking and traffic problems of city shopping, the country store has unlimited possibilities. The Chocolate House on Route 9 in Framingham, for example, is less than a half hour by automobile for more than 100,000 families. Easy parking and just a few steps into paradise, and the whole family goes along.

Toll road may be a problem

One problem of the future, and for some it's an immediate problem, is the toll road. Massachusetts opens it's new toll road, from Boston to the New York state line, in May 1957. It will by-pass all the Roadside Candy Houses on Route 9 going



The back porch at Hebert's Candy Mansion, with customers lined up to buy solid chocolate pops.

west out of Boston. In the planning stage is a relocation of Route 1, going north from Boston, passing that group of Candy stores.

However, most stores are optimistic, and an article by Arthur Stratton, in the Boston Herald of April 7th, says that the experience so far of firms left on the old highway when a new toll road goes through, is not at all a catastrophe. He says that the American Association of Highway Officials has found that while there is a temporary set-back when heavy traffic is taken from a road and sent elsewhere, recovery is rapid, and communities along the old route find it a blessing to deal with motorists with a destination within their boundaries instead of those headed elsewhere.

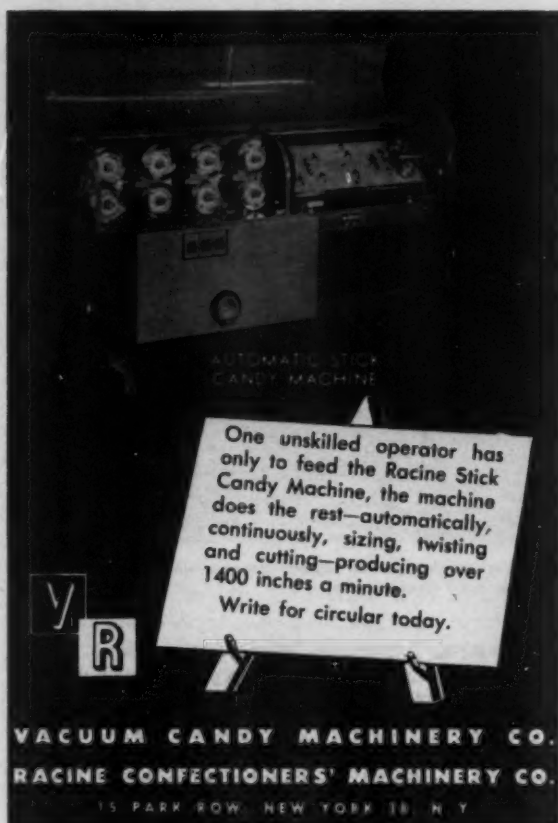
Most use open fire cooking

Except for the mass display principal used by all roadside stores, because of their large room space, actual manufacturing is much as in the home made candy shops of the city. Some use starch, some hand roll, and some use rubber mold. Almost all use open fire cooking. Many of the smaller stores buy ready made fondant, then remelt.

The average selling price for chocolates is higher in Roadside stores, usually \$1.60 per pound for the basic assorted box, where the same box in the city would be \$1.45. However, some stores are as high as \$1.80 and some as low as \$1.25 so there are variations just as in city stores.

Holidays of special importance

Christmas, Easter and Valentine's are especially good for the highway stores, as the increased space available enables huge holiday displays. Santas of solid chocolate weighing 83 pounds are common. White Rabbits made of solid white coating, weighing 72 pounds, will be displayed at Putnam Pantry, Candy Fair and almost all the other stores for Easter. Huge bowls of solid chocolate tiny eggs



AUTOMATIC STICK CANDY MACHINE

One unskilled operator has only to feed the Racine Stick Candy Machine, the machine does the rest—automatically, continuously, sizing, twisting and cutting—producing over 1400 inches a minute.

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The Childrens' Room at Putnam Pantry Candies, gaily decorated and with dozens of specialties for children.

in colorful foil brighten the stores every spring.

Another event largely due to the roadside stores is the promotion of May baskets. The Chocolate House, Hilliard's Kitch-In-Vue, Harvest Hill and many others set up large displays of baskets. Their sale has grown to major proportions. For 25 or 50 cents the customer buys an empty basket and wanders from one display of candy to another filling it. Many baskets are sold ready packed, priced from 50 cents to \$5.00.

Good candy has always been a tradition in New England, and these shops follow the best of that tradition. With the finest candy as a foundation, these shops have added another dimension to candy retailing; the excitement of true mass display and pleasant, relaxing surroundings. While the idea of roadside shops has spread to some extent outside of New England, the finest and most successful are still concentrated within just these few states.



ASME Code Meeting

A meeting was held in Chicago, on June 11th, by representatives of manufacturing confectioners kettle manufacturers and others to discuss some problems related to the revision of the ASME code in 1952. The meeting was an outgrowth of experiences in Pennsylvania since that state has adopted the revised code. At the Lancaster Production Conference in April, this year, C. G. Bortzfeld of Keppel's, Inc. brought the attention of the conference to the problem and told something of the longer cooking time required in the new code kettles.

Further information on this subject is available from MCA Headquarters in Chicago.

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Color is the first overture your product makes to a prospect. Is that color as *inviting* as it could be? Does your color help make as many sales as it should? Stange color technicians can *create* the color you desire . . . and produce it with scientific precision each time you reorder. The Wm. J. Stange Co. Laboratories and Technical Staff will gladly assist you in capitalizing on all the stimulation that *color* can bring to your products. Consult your Stange representative or write.



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100 gal. Copper Mixing Kettle with Double Action Agitator.
We guarantee completely rebuilt.

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For Sale: 1-1000 lb chocolate melting and mixing kettle with motor attached; 1-600 lb. kettle, no motor; 1 Neptune corn syrup meter, never used. Ucanco Candy Co., Davenport, Iowa.

FOR SALE

One Simplex Model 4-7 Special Electronic Bag machine (For Saran bags) complete with duplex roll mounting, variable speed drive, one-way roller, electric eye, single skip mechanism, one forming plate, and 110 volt AC motor. Machine can make both line seal bottom and fold bottom style bags of flat or gusseted types. Original price \$8,000 plus \$3,300 additional Richter Electronic equipment added. In excellent operating condition; total usage represents less than 3 months operation. Available for demonstration.

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N.E. latest-type large Continuous Cooker complete with sugar pump, stainless steel pre-melting kettles and jet evacuator. Still in original crate. Box 973, The MANUFACTURING CONFECTIONER.

For Sale: Friend Super-dreadnaught cutting machine, with automatic operation added; 2 Savage marshmallow beaters; one 30 HP package unit steam generator 125 P.S.I. burning No 5 oil. All good working condition, reasonably priced. Community Industries Ass'n, 811 S. Hamilton St., Sullivan, Ill.

Whistle Pop Machine; Simplex Gas Fire Cooker; 24" Greer Enrober with Bottomer and Tunnel; LP-3 Sucker Wrapper, Box 771, The MANUFACTURING CONFECTIONER.

Hayssen 7-17, electric eye; Racine Super Duplex Sucker Machine; 600-lb. N.E. Continuous Cooker; Lynch 5c patty Wrapper; 100-lb. Puller; TL-A Box set-up Package Machinery. Box 772, The MANUFACTURING CONFECTIONER.

GH-2 Package Machinery Wrapper; Simplex Steam Vacuum Cooker; 2W6 Hudson Sharp arranged for inner and outer wrap, glue attachment, heat sealer, tuck-under device, side feed, electric eye. Box 773, The MANUFACTURING CONFECTIONER.

FA Package Machinery wrapper; Simplex Steam Vacuum Cooker; Rose 500, 1 1/4" x 1/2" cylindrical piece; Wrap-Ade Pop Wrapper; Thos. Mills 3x6 Slabs. Box 774, The MANUFACTURING CONFECTIONER.

For Sale: Peanut roaster with motor, 3 bag capacity; 1 Split Blancher with motor; 1 cooling table with or without motor. Write Box 775, The MANUFACTURING CONFECTIONER.

Savage late model S-48 open fire mixers. Cellophane bags. 2" x 5 1/2". Paper sucker sticks, 4 1/2 x 1 1/4. York Batch rollers, Read Mixer. Bud Candy Co. 208 W. St. Clair Ave. Cleveland 13, Ohio.

SITUATIONS WANTED

Candy maker with over 20 years experience in Jellies and gum candies desires position. Box 777, The MANUFACTURING CONFECTIONER.

HELP WANTED

Candy Maker capable of taking over kitchen of quality retail candy stores. Experienced in all types. Steady position. Give full details and references. LONDON PECAN CO., Hot Springs, Ark.

ASSISTANT TO SUPERVISOR wanted by Eastern Manufacturer. Fine opportunity for man with knowledge of Candy Manufacturing and Modern Equipment. State age, experience, salary expected, and when available, Box 974, The MANUFACTURING CONFECTIONER.

Candy maker seeks progressive situation, at present working in Canada. Age 38, English, with wide experience, including management. Box 781, The MANUFACTURING CONFECTIONER.

BUSINESS OPPORTUNITIES

If some manufacturer is in need of a new item to be sold, I have several good ones which can be obtained on a royalty basis. Box 675, The MANUFACTURING CONFECTIONER.

MISCELLANEOUS

Any candy manufacturer, interested in the practical, technical, mechanical methods and process of making licorice products contact Box 971, The MANUFACTURING CONFECTIONER.

For Sale: Good condition 35 years collection of all candy magazines. Box 972, The MANUFACTURING CONFECTIONER.

FOLDING CANDY BOXES: All sizes carried in stock for prompt delivery. Plain, Stock Print or Specially printed. Write for our new catalog of Every-Day and Holiday Fancy Boxes, and all Paper Products used in the manufacture and packaging of candies. PAPER GOODS COMPANY, INC., 270 Albany Street, Cambridge 30, Mass.

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doodlings

—by tom sullivan

EVERY MAN'S greatest capital asset is *his expected years of productive life.*

So says P. W. Litchfield, board chairman of Good-year Tire & Rubber Co.

But constant reader, Vladimir O'Rourke demure demurely. Says he:

At 65, I'll take my asset—
My greatest capital asset
And with the nose of a
beagle,

Or better, a basnet
Hunt me a job
For which every facet
Of my capital asset
Will stand out clear and convincing.

And perhaps I will land
In a berth high and grand,
Such as chairman of the board
With young Henry Ford.
For I, too, am a Litchfield
When it comes to big yield
Of this I'll convince him *sans* wincing,
Positive *sans* any words mincing.

Yet despite what's been said,
I may be forced to my bed
Without a beagle or basnet
To sniff at Ford or my asset.
For what I fear I foresee
Is some egghead a-boiling,
Putting an end to my toiling,
My asset, my ego and me.



ST. LOUIS BANKER William A. McDonnell has found that it is an all too common experience for the manufacturer to blueprint production with scientific precision, while blueprinting sales with a divining rod.

AND THIS ONE seems rather pertinent in view of some of the *scientific research* going on these days:

A man had an attack of pneumonia and a doctor was called in. After an examination the doctor said: "You are a musician, I think, and play a wind instrument."
"Yes."

"That explains everything. There's a distinct straining of the lungs, and the larynx is inflamed as though by some abnormal pressure. What instrument do you play?"

"The concertina."

DR. BENJAMIN SPOCK, child care specialist, is a man after our own heart. Says he:

"The best parents are those who punish spontaneously, instead of thumbing through an index to learn the most scientifically approved procedure."

FROM ZURICH comes this assurance:

"Polygamy wouldn't work today. For you just can't imagine five women trying to work in a tiny modern kitchen."

But resourceful Hollywoodians get around that. They install them one at a time.

HOWEVER VISIONARY he may be, says Railroad Evangelist, the man with a scheme—an idea—is necessary to human welfare and progress.

Supposing you kick this one around; we can't afford the space.

IT IS IMPOSSIBLE to see how nations can come to any understanding if they do not even understand each other's words, says Vincenzo Cioffari in *Modern Language Journal*. "It is from this point of view that foreign language study remains the starting point for a better world."

Vincenzo may be right, but we doubt it. Nevertheless, how about us all studying the English language as the starting point for a better America. But not without bearing in mind what a famous double dome once said: "Words do not necessarily mean what they seem."

IN CHANGING TIMES we read that things won't change much in the completely automated office. The button that gets ahead will still be the one with the most push.

IF A LITTLE KNOWLEDGE is a dangerous thing, the remedy suggested by one of our top educators is to advance further into the unknown. . . .

And, you might add, stay there!

IN AN ARTICLE, "Literacy Has New Meanings," appearing in the *Wisconsin Journal of Education*, Gordon C. Boardman tells us:

"In 1870, according to estimates, about 20% of our people were illiterate, unable to read and write. Today more than 90% of our people can read and write."

Otto Gesellschaft allows as how this sure is progress but reminds us, nevertheless, that most of the remaining two and a fraction per cent of our people are in the 90% income tax bracket.

REPETITION IS REPUTATION. That, we're told, is a proven axiom.

Well, we know a fellow in the trade who has a reputation for repetition, and one day it may be proved that we used an axe on 'im.

SEVERAL GHOST WRITERS must have jointly fed this one to the President when, at a recent press conference, he came up with the comment that Britain "has had really a heroic row to hoe in trying to keep its economic nose above water."



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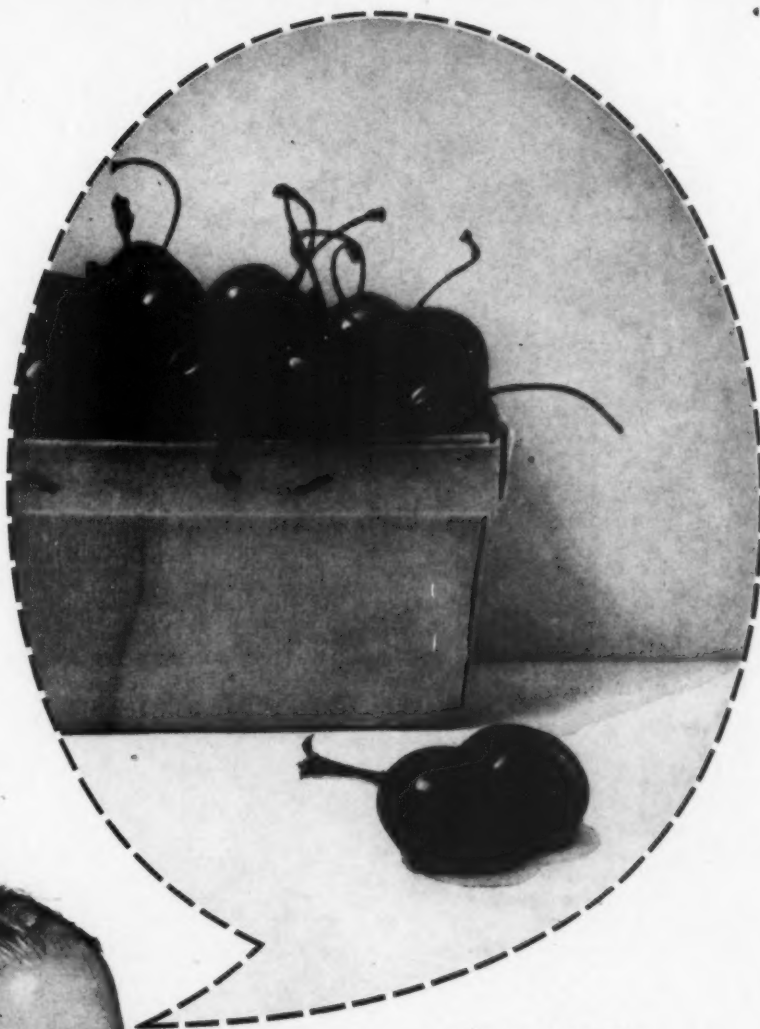
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